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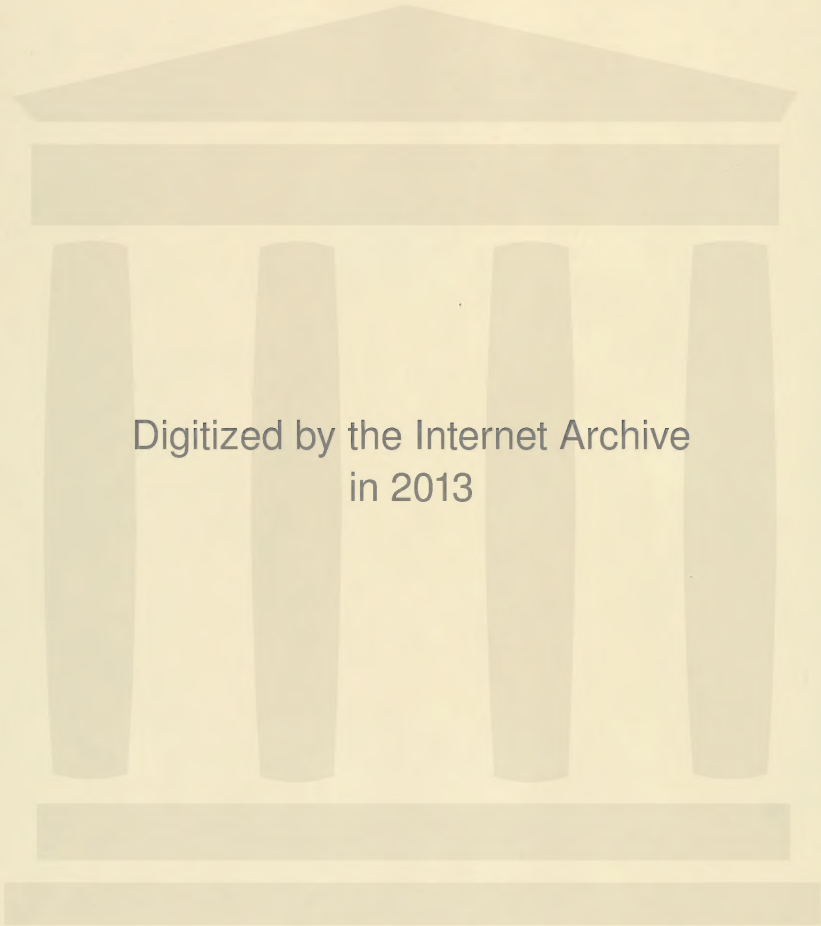
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NEWSLETTER

July 8, 1963

market street development project
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Market Street
Development Project
Newsletter /

July 2, 1963

Mr. Richard Oddie, Chairman
Market Street Development Project, Inc.
Room 442, Flood Building
870 Market Street
San Francisco, California

Dear Mr. Oddie:

The incorporation and staffing of the Market Street Development Project marks a most important step in the efforts to improve San Francisco's main street.

A handsome, vital boulevard must be created to replace the deteriorating conditions that inevitably set in wherever there is no concerted plan of carefully planned rehabilitation. This will only come about through the joint efforts of private interests, as represented by your organization, and the city government. If an improvement program is to be significant, it must be imaginative as well as related to the economic potential of the Street, and related to other projects in nearby areas. A plan will only be significant and successful if it involves the merchants, property owners, public officials and other interested parties as you are doing.

This office and the entire city government stands ready to help your organization and your excellent Executive Director, Mr. Gerald Malindon, in every way possible.

With every good wish, I am

Sincerely yours,

George Christopher
Mayor

EXECUTIVE COMMITTEE

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Owner and Manager

TILDEN SALES BUILDING AND BOARD OF TRADE BUILDING

420 MARKET STREET • 444 MARKET STREET

SAN FRANCISCO 11, CALIFORNIA

December 17, 1963.

Market Street Development Project, Inc.,
870 Market Street, Room 442,
San Francisco, California.

Gentlemen:

The plans as discussed will absolutely destroy the value of my property located at 420 and 444 Market Street. Digging a hole as wide and as deep as required along Market Street at this particular location will mean digging into the Bay and fighting the tide. Any area below the street will be impossible of occupation without lights, without heat, without police supervision - and the costs and taxes for these services would be prohibitive. There will be no income from this under-street level catacomb area, and you must be conscious of the fact that digging to this extreme depth will undermine the foundations of my two buildings and all other buildings on Lower Market Street. The engineers must be acquainted with the fact that the beachhead was at Market and Front streets east of which the Bay existed, and any subway construction in this area will be terribly expensive and damaging to property on either side of the street.

These plans are weird, wild and impossible, and I am sure private ownership of property on either side of Market Street will cease to exist during construction or shortly thereafter due to the interruption of service to the tenants or by taxation levied against properties adjoining Market Street as a result of the expenses involved in making this scheme become effective. Howard Street would move into the subsurface levels of this area, and the police would have endless problems supervising the darkened areas day and night. I cannot for the life of me imagine how any engineer can recommend the construction of this crazy scheme for San Francisco.

You cannot promise me that there will be any Rapid Transit trains running from Oakland on the bottom of the Bay connecting with the foot of Market Street at any future date because the Bay itself has its foundation problems. I fear this part of the Rapid Transit work on Lower Market Street may be constructed without any assurance of these trains from Oakland, and so we would have all the interruptions, expenses and dangers without any train connections to the East Bay.

If these plans are carried through to completion, it will mean the end of San Francisco - or at least the lower part of Market Street - as a going business area.

Yours truly,

C. L. Tilden Jr.

development project

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MEMBERS PROGRESS REPORT NO. 2 March 30, 1964

Progress on Public Planning The Mayor's Market Street Technical Advisory Subcommittee has reached agreement on only one facet of the Downtown Plan during its many weekly sessions. Agreement is on the point that entrance ways to subway stations should not be located in any position which would prohibit the use of Market Street for traffic now or in the future.

In order to expedite decision-making, a three-man committee was assigned the responsibility of outlining procedures to be followed in order to arrive at a workable plan for Market Street. The Committee is composed of the Mayor's Urban Renewal Coordinator, Irwin Mussen, as chairman; Clifford Geertz, the City Engineer, and Gerald McLindon, the Project's Executive Director.

In its first meeting, this committee called for the collection of all available information on the downtown area from public and private agencies, as its first step. This information will be thoroughly analyzed within the next two weeks, and any information lacking will be sought through supplementary staff studies. Upon completion of this analysis, several proposals for the development of the Street will be sketched out and referred back to the membership of the various groups represented on the Technical Advisory Committee for their reaction and comment.

Barnard C. Johnson of the City Engineer's staff has been assigned to work full time on the compilation and coordination of the information. We hope that this will be the beginning of a full time task force. SPUR , through its Executive Director, John Hirten, has offered to donate the rent on a headquarters for such a task force. The coordination of activities which should take place as a result of this new approach to Market Street planning, portend well for decisive action in the very near future.

Rapid Transit Construction in the Retail Section Rapid transit construction is slated to begin in the retail section, with the Powell Street Station, in early 1966. During the initial construction, the Street will be disrupted for about two months, following which the excavations will be decked over and surface operations can return to a near-normal condition.

BOARD OF DIRECTORS *President:* RICHARD M. ODDIE, Bank of America; *Vice Presidents:* IVAN A. ANIXTER, Weinstein Co.; EUGENE FRIEND, Howard's Clothing; A. R. JOHNSON, J. C. Penney Co.; ALBERT S. SAMUELS, SR., Samuels Jewelers; *Secretary-Treasurer:* RICHARD W. NUGENT, F. W. Woolworth Co.; *Directors:* F. C. BOLER, Standard Oil Co. of California; JAMES F. THACHER, Thacher, Jones, Casey & Ball; WALTER H. SHORENSTEIN, Milton Meyer & Co.; *Executive Director:* GERALD J. McLINDON, Dipl. CD, MLA.

A tabulation of our questionnaire results indicates that insofar as retail businesses are concerned, it would be least disruptive to their business if the construction is so scheduled that it begins after New Year's Day (Saturday, January 1, 1966) and is completed before Easter (Sunday, April 10, 1966).

In recognition of the two months required for construction, it would appear that if it were to start in the retail sector on Monday, January 12, 1966, the excavation could be covered over and the Street returned to near normal by no later than Thursday, March 31st, ten days before Easter. This allows a period of two and one-half months for the construction.

The Bay Area Rapid Transit District has been advised of the necessity to avoid peak shopping periods for its construction. Before sending our recommendation of the above scheduling to them, we'd appreciate any further comments of our retailer members.

Suggested Publication on Downtown Development No one questions that a great deal of development is taking place on Market Street and elsewhere in the downtown area. On Market Street alone, it is estimated that $250 million worth of new buildings are in various stages of realization. However, instead of telling each other about the great potential existing on Market Street and in the downtown sector, we should be telling our story to the leading business concerns of other cities.

The Project director has therefore suggested to various groups that a publication should be prepared, highlighting the many new buildings already completed, those now under construction, and sketches of those being proposed. Other facets of life and development in our downtown area, including plans for the rapid transit system, should also be spotlighted. It is foreseeable that this publication could be mailed out to top business and industrial leaders in other areas of the country, and in other countries.

Such an undertaking would not be appropriate for the Project, but the idea has received good response from others, and it is our hope that if publication is realized, there will be a section devoted to the Market Street Project area in which we can illustrate the substantial development taking place.

Policing Problem on Street to be Explored in Detail The Project has been working for many months on certain nuisance problems existing on the Street. Some of these have existed for a number of years, and to correct them is not an easy matter. We have a number of important meetings scheduled which we hope will result in some easing of these problems, and will report to you on any progress made. We should not expect dramatic changes overnight, however.

Office Comment Column Col. William E. Chandler, Project administrator, has returned to the office with a hip-length cast, the result of a recent weekend accident. While this limits his mobility, nothing dampens his enthusiasm! ... Being that he's a Scotsman, the Project director is using up all of our old stationery before a printing is made listing our new officers and board. We hope to have the new letterhead within a month.

THE MARKET STREET DEVELOPMENT PROJECT

Theater Owners and Managers
Meeting

Market Street Project Offices 2:00 p.m. Wednesday, June 10, 1964

Synopsis

Those in attendance at the meeting were:

Mr. Lee Dibble, Embassy Theater
Mr. Manuel Levin, Pix Theater and Telenews Theater
Mr. Wallace Levin, Hub Theater
Mr. Jack Lucy, Fox Warfield Theater
Mr. Clifton Reynolds, Northern California Theaters Association
Gerald J. McLindon, Market Street Project
William E. Chandler, Market Street Project

Mr. McLindon opened the meeting with a brief rundown of the Rapid Transit program as it affects Market Street, stressing the following:

- Three Level profile of the transit stations
- Location and status of planning for stations
- Methods of construction and time phasing
- Transit District's plans for minimizing disruption on Market Street during construction
- Access to station mezzanines from private property

Mr. McLindon continued with a report on proposals for Market Street contained in the City's Downtown Plan and the present status of those proposals. He pointed out that, although not yet formally abandoned, it was most likely that the major proposal which barred private automobiles from Market Street would never be implemented. Instead, it is probable that the final future design for Market Street Traffic would be one in which one lane would be reserved for public transit and two for private vehicles - in each direction.

Mr. McLindon then covered new private construction and renovation projects underway or in final planning stages for Market Street, totaling nearly $150,000,000, with another $100,000,000 in such projects in the early consideration stages, but still fairly firmly planned.

The meeting was then opened for general questions and expressions of opinion by those present from the theaters. The following points were generally agreed upon:

- Theaters thrive best in an area of generally diversified business

(over)

- The state of the industry is now such that there is a scarcity of good first run films, and that Downtown San Francisco does not need another motion picture theater.

- That undesirable business activities, drunks, panhandlers, etc. hurt the motion picture theater business as they do other legitimate business establishments.

- The group recognized the difficulties of the police in controlling these problems, and the desirability of public support of police endeavor in this area, but felt that we should continue to direct the attention of law enforcement agencies to these conditions on Market Street and to avoid complacency in this regard.

- All felt that a better job of street cleaning was necessary.

- All expressed interest in Market Street promotions to the extent that they would support such activity, but felt they should be further explored. Few expressed any expectation of dramatic results from such promotions.

- Mr. Dibble expressed opposition to continuous mezzanines under Market Street, with or without moving sidewalks, on the grounds that they would tend to funnel pedestrian traffic into large stores which were able to provide entrances to the mezzanines directly from their premises. This would be harmful to the many smaller establishments having entrances only at street level. He thought the objective should be to get rapid transit and Muni streetcar passengers to street level as quickly and as comfortably as possible.

Mr. McLindon expressed the Project's desire to keep in close touch with the theaters and requested those present to keep the Project informed of their problems, their ideas as to what is needed to increase the activity and attractiveness of Market Street, and what the Project could do to specifically assist the theaters. He said that he anticipated further meetings, perhaps with individual owners and managers.

The meeting adjourned at 3:15 p.m.

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Dipl CU MLA

MEMBERS PROGRESS REPORT
No. 7 August 28, 1964

"News of the Week": Mayor John F. Shelley has accepted the Project's offer of full cooperation in aiding the newly created Market Street Design Task Force, and has now appointed our Executive Director, Gerald J. McLindon as Project Manager of the undertaking. As "captain" of the technical, working arm of the overall Market Street Coordinating Committee, he will coordinate the work of the task force, City agencies, BARTD, and other groups, working directly with Public Works Director Myron Tatarian, chairman of the parent Committee.

As explained in our August Newsletter and accompanying Memo, the major job facing the Task Force is one which has been needed for far too long - that of preparing a clean-cut, well-phased development program for Market Street in conjunction with the design and construction of rapid transit facilities and many private developments.

A significant interpretation which can be placed on Mr. McLindon's appointment is that it gives a new and well-deserved voice in planning activities to the business people and property owners of Market Street, the people actually to be most affected by the plans to be made.

As you well know, the Market Street Project has long advocated the coordination benefits to be derived from the involvement of private organizations and individuals in public planning, and it is most gratifying to see this becoming a reality through the Mayor's forth-right approach to the organization of the task force.

Supervisors Hear Rapid Transit and Task Force Plans: As reported in our general Newsletter, the Board of Supervisors elected to devote much of their August 17th session to a review of current plans for the Bay Area Rapid Transit system, and the status of present and future plans for coordinating Market Street planning efforts with those of the Transit District.

Following the BARTD presentation, it became evident from their questions that the Board is much concerned with obtaining a design of subsurface transit facilities and utility construction that can be harmoniously integrated with abutting private properties.

There is indication from this concern that attempts may now be made to relate the basement levels of Market Street stores and buildings more directly to the rapid transit and Muni facilities.

The session also gave Myron Tatarian the opportunity of presenting the organization and objectives of the Task Force, and what operational funds would be needed to provide for consultant services, such as that of an economist, and an urban designer to detail public improvements on the Street.

Mr. Tatarian outlined the first decision to be made by the Task Force as that of determining "the ultimate use of Market Street." He cited that both the proposed Downtown Parking and Traffic Survey, and the Study to be undertaken of Muni Railway facilities for purposes of modernization and route reorganization, would provide answers essential to this determination and should therefore be given every consideration for approval by the Board. At its session the following week, the Board authorized the appropriation of the initial $120,000 of the $375,000 Muni Study, giving the go-ahead to the eighteen month undertaking. Fund requests for the Parking and Traffic Survey will come before the Board soon.

Large Office Towers Planned for Golden Gateway: Climaxing many months of private negotiation with the Redevelopment Agency, the international firm of Central and District Properties Limited of London, has recently announced plans to proceed with technical studies for the development of a $30 million office complex in the Golden Gateway. If the project goes forward as anticipated, the development, containing three 23-story towers, would be built on the Gateway's commercial land parcel bounded by Market, Drumm and Clay Streets.

The technical studies will be undertaken by Hector Hamilton, one of Great Britain's top architects. A major participant in the advance negotiations with him on the project was our member firm, Coldwell Banker and Company, now designated as local agents for the complex. In its release announcing plans for the studies, the firm made note of its Project membership, and complimented our organization for its active support of the new undertaking and the assistance given Mr. Hamilton in his preliminary work by Mr. McLindon.

The British firm has made it clear that their decision to study the location in the Golden Gateway for their first West Coast project was substantially influenced by the advantages to come with the Rapid Transit system being constructed on Market Street, the magnitude of surrounding developments and the area's potential, and the excellence of waterfront views. Our Project, in its detailed report on the advisability of rapid transit access to the Davis Street Station, projected the viewpoint that the Lower Market Street area is ripe for dramatic, full-scale developments and we are happy to see the promise of this handsomely furthered by this undertaking.

This announcement previews many soon to come from all areas of the Street. All contemplating new buildings or major renovations should give serious thought to programming their undertaking and especially to good design, as the Street's character will be determined largely by the appearance of its private properties.

NEWSLETTER

market street development project

70 MARKET STREET SAN FRANCISCO, 94102 • DO 2-2500

EXECUTIVE
COMMITTEE

A SPECIAL PROGRESS REPORT TO OUR MEMBERSHIP
October 30, 1964

Progress at a Glance - An Improving Picture

Since Mayor Shelley's personal, vigorous endorsement of the need for a Market Street worthy of its heritage and potential, excellent progress is being made on many of the Project's long-sought objectives, such as the necessity for rapid transit facilities at Davis Street, and greater cooperation and coordination among City agencies, private civic groups, and BARTD. This is a special, comprehensive progress report, detailed to reflect the Project's role in the significant events of this period.

Market Street Design Task Force Studies Underway

In accordance with the work program developed by Project Director McLindon, the Task Force is now moving forward with the initial phases of the many studies and projects which will result in a total integrated design for the Street - namely, base mapping, the collection and collation of information on utilities, land use, and certain aspects of pedestrian and vehicular traffic. Its top priority is, of course, its work with BARTD engineers and architects on Market Street rapid transit station designs.

The time of the Task Force members is being contributed by the City Departments from which the staff is drawn, and in the case of Mr. McLindon by the Market Street Project. Well qualified as the group is, however, certain highly specialized skills in utilities engineering, civic and structural engineering, architecture and economics - all essential to the current station discussions - are not available within the structure of City Departments. These can only be obtained through the contracting of a consultant Urban Design firm, which would be required to provide a staff of these specialists to work with the Task Force group.

While there is a good possibility of obtaining financial assistance for the overall Task Force program from the Housing and Home Finance Agency in Washington D.C., it is felt that the need for the Urban Design group is so immediate as to warrant an appropriation from the Board of Supervisors. The urgency of developing this portion of the program has been fully endorsed by Mayor Shelley and the appropriation is being requested.

Design of Market Street Stations Progressing Rapidly

San Francisco architect Ernest Born, retained by BARTD to make conceptual designs for its Market Street stations in conjunction with its overall engineering-architectural staff, is now meeting with the Task Force to obtain the viewpoint of City and private groups. Sessions are expected to continue at close intervals during the next important months as these designs are being finalized. The work of the Task Force in obtaining this "mutual cooperation" with BARTD is a meaningful step toward the intensive coordination which will assure us the finest possible transit system.

What Are Your Rapid Transit Requirements ?

The time is at hand when the requirements of Market Street business people and property owners in the area of station entrances must be established and made known to BARTD. Within the next two weeks the Project will contact those who've indicated interest in such connections through their answers to our rapid transit questionnaire. If others of you desire connections, please notify the Project immediately, so that we may represent your interests at the station design meetings.

Project Wins Major Point on Davis Street Facilities

The desirability of including rapid transit facilities in the initial construction of the Davis-Market Street station was classed as a "major policy decision in the community interest" at a meeting called by Mayor Shelley on October 20th. The San Francisco members of BARTD's Board of Directors, while concurring on this point with the others present (representatives of the Departments of Planning, Public Works, the Muni Railway, and Mr. McLindon), posed the following problem:

> BARTD estimates put the additional cost of constructing separate rapid transit facilities at Davis Street at between $6.8 and $8.1 million. These funds are not available under the provisions of BARTD's bond issue, therefore, if the facilities are to be built in the initial construction, funds will have to be raised by the City of San Francisco.

However, the directors agreed that in any event the tube alignment at the Davis Street location will be revised and foundation requirements provided, to allow for construction of rapid transit facilities at a later date,if the City finds itself unable to provide funds for the full construction now. Mayor Shelley is presently looking into ways of funding the project and has been given a February 25th deadline by BARTD. The full station, with rapid transit, can be incorporated into final design plans without any delay in BARTD's construction program if the City meets the deadline given.

It has been well over a year since the Project was first to cite the great need for these facilities in the Lower Market Street Area. Much work has been necessary, such as overcoming a substantial segment of thought that this complete a station would be engineeringly unfeasible. Prospects for obtaining our full objectives now seem bright - with the promise of achieving at least our minimum requirements definitely assured. The Project gratefully acknowledges the fine support given by our members during these extensive negotiations, and asks your continued interest.

Seventh Street Cut-Through Wins Approval of Supervisors' Committee

The proposal to cut through Seventh Street across Market to the north was unanimously approved by the Planning and Development Committee of the Board of Supervisors on October 27th and will be sent to the full Board with a "Do Pass" recommendation. It is anticipated that the work will be undertaken within a year. The Committee gave acknowledgement to the study and support given the proposal by the Departments of Planning and Public Works, and the Market Street Project as most helpful to deliberations.

Muni and Traffic Studies to be Coordinated with Market Street Program

A comprehensive study of all Muni facilities has been given a full go-ahead by the City and funds are now being processed through a federal demonstration grant under the new Mass Transportation Act. The study will provide a complete analysis of all Muni routes, frequency of schedules, fare structure and equipment. Information on Market Street operations will be relayed to the Task Force, with all recommendations on changes and improvements affecting the Street coordinated through the Task Force Group. The extensive improvement undertaking has the full support of James Carr, new General Manager of Public Utilities, pledging our Muni to become the country's finest.

The City has also approved the Downtown Parking and Traffic Circulation Study which will provide an important feedback of information to the Task Force vital to determining the future use of the Street. Although now scheduled to get underway in January, there is a good possibility the study will be moved forward to obtain an evaluation of traffic and parking problems during Christmas. This would greatly assist Task Force work.

Downtown Groups Now Meeting Regularly

Executive Directors of the Building Owners and Managers Association, Chamber of Commerce, Downtown Association, Retail Dry Goods Association, SPUR and the Market Street Project are now meeting regularly to discuss ways of working in closer harmony on matters of mutual concern. It is felt that the group's united presentations in support of both the Muni and Traffic Studies contributed much to their final approval.

BARTD and South of Market Committee Plan Business Leaders Trip

In an effort to give San Francisco business and community leaders a firsthand view of how modern rapid transit station facilities can be incorporated into the downtown business complex, BARTD is conducting a study trip to the new Penn Center business and transportation development in Philadelphia on November 17th through 19th.

BARTD's tour will be coordinated with a November 15-21 tour of cultural facilities in Philadelphia, Pittsburgh, New York and Minneapolis, sponsored by Roger Boas of the Mayor's South of Market Development Committee. It is felt that the development of new cultural and convention facilities in these cities can serve as an example of what could be done here in the proposed new Yerba Buena Center redevelopment project.

If we are to make full use of the possibilities for developing Market Street while designing its rapid transit facilities, and successfully restore an area vital to the City's economy, our top-echelon leaders must be thoroughly familiar with today's finest accomplishments in such areas. All invited should participate wholeheartedly.

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Brief of 1964 Activities
December 1964

Planning Organization and Coordination - This year marks attainment of a major objective for the Market Street Project - the formation of an integrated, working-level Task Force, composed of technicians from concerned city departments, BARTD, and private agencies - where firm, coordinated and acceptable plans and designs for Market Street and related developments can be worked out in detail.

Late this summer, Mayor Shelley - dissatisfied with Market Street planning progress - appointed S. Myron Tatarian, Director of Public Works, as chairman of the overall Market Street Coordinating Committee, and directed him to form the Market Street Design Task Force, as recommended last year by this Project. Our Executive Director, Gerald J. McLindon, was later appointed to supervise the activities of the Task Force - a signal recognition of the status and influence attained by the Project in its first year of operation.

The Design Task Force - Formation of this working group was underway by early fall, housed in offices at 1254 Market Street, provided by SPUR. The Task Force will a) collect in one location all available information pertinent to Market Street, b) guide and coordinate work of all agencies concerned, to include the Urban Design Consultant to be employed by the City, and c) supervise the execution of all phases of plans developed. Areas of concern are rapid transit stations, public transit, traffic circulation and parking, north-south cut-throughs across Market Street, street surface design and function, open space, lighting, sign control, street furniture, landscaping, etc. Due to the demands of BARTD's time schedule, the Task Force is first concentrating on the design of the Market Street rapid transit stations.

Market Street Transit Stations - The Project worked independently, and through the Task Force, to insure that designs meet San Francisco's requirements for beauty, convenience, and safety - and that the legitimate needs and desires of adjacent property owners and businesses are given full consideration. We urged, and are urging, that means be found to raise station mezzanines to just below surface level to let in light and air and permit direct access from adjoining properties and plazas. We are also working to locate station entrances to provide rapid and convenient access during peak usage periods.

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Davis Street Rapid Transit Station - BARTD's original plans called for access only to the Muni streetcar line in the Davis-Drumm Street area. The Project produced definitive study on the present and future growth of the area, proving the need for access to both Muni and Rapid Transit, organized a citizens' group from Lower Market Street, and presented requirements to the City and BARTD. The need for access was finally acknowledged.

While its bond issue does not provide funds for such a station at this location, BARTD now agrees to design its tunnel and grade to permit later construction of the dual station - or will provide full access in its initial construction if the City can guarantee the necessary $5.8 to $6.1 million additional construction cost by February 15, 1965.

Market Street Environment - In its continual effort to improve the business environment of Market Street, the Project has met with the new District Attorney, John J. Ferdon, Chief of Police Cahill, and other police officials in an attempt to eliminate lawlessness and hoodlumism on the Street. Resulting police cooperation has reduced the incident rate very considerably. The San Francisco Chamber of Commerce and neighborhood retailer associations are now interested in this campaign, and in cooperative action.

The Project has also supported, before the Board of Permit Appeals, the Police Department's denial of permits for new pinball and peep-show machines for Market Street establishments, with the result that no new permits have been issued, and several prospective applications have not been submitted. A "medical health wax museum," strongly opposed by the Project, was also denied a permit.

Coordination with Downtown Groups - The Project was first to propose, and was influential in establishing, closer cooperation among several existing downtown business and property owners associations. Professional executives of these organizations now meet regularly for discussions on mutual problems and objectives, and, where goals and interests coincide, plan joint and coordinated action. Organization presidents meet with the executives as required.

The joint support of these groups is considered to have been an important factor in the decision to establish the Market Street Design Task Force, and the Board of Supervisors' approval of the Parking and Traffic and Muni Reorganization Studies.

Other Services Rendered to Member Firms - Kept you informed throughout the year of public and private planning proposals...represented your interests in contacts with City Officials, Departments, and BARTD...maintained information on new construction and rehabilitation in your business neighborhood...analyzed planning projects in adjacent areas to assess impact on Market Street...represented your viewpoint on advisory committees for adjacent or city-wide projects planned or proposed...monitored development actions of other cities for possible value to Market Street...awarded a Certificate of Achievement to Market Street firms completing new constructions or rehabilitations in keeping with Project objectives.

market street development project

70 MARKET STREET SAN FRANCISCO. 94102 • DO 2-250

June 18, 1965

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GERALD J. M[illegible]DON
Dpt. CD. MEA

BARTD AND CITY CONSULTANTS REPORT ON MARKET STREET DESIGNS

On Monday, June 28th, BARTD will report on its latest designs for the Market Street subway to the full Board of Supervisors. The same day, the Board will hear a report from Mario Ciampi and John Carl Warnecke and Associates, the City's Market Street urban design consultants, on the completion of Phase I of Market Street Planning.

Station Mezzanines Vital Question in BARTD Report

On March 29th, the Board of Supervisors asked BARTD to report back in three months with new plans lifting the subway mezzanine and improving station design. Now, as these new concepts are presented, attention will be focused on raising of the mezzanine. This would permit easier access to adjacent stores, buildings, and plazas, providing not only greater convenience for transit passengers and Market Street pedestrians, and full integration with the downtown area - but also a considerable savings to the City and property owners on entranceway construction costs.

Consultants Report Highlights Traffic and Land Use Recommendations

A preliminary report by the Design Consultants has been made to the Mayor's Market Street Advisory Board and Executive Committee of the Market Street Design Task Force. The alternate proposals for Land Use (suggested by the Warnecke firm) and Traffic Patterns (proposed by the Ciampi group), are now being evaluated by the Task Force and its Executive Committee, which will make its recommendations to the Advisory Board, and through this group to the Board of Supervisors. The Project is now making its own full evaluation as to what effects each of the proposed alternates would have on Market Street properties.

It should be noted that proposals to be presented at the June 28th meeting show the development of plaza areas at subway stations, on what is now private property. These are intended only to suggest how new design concepts could be integrated with the street surface through public and/or private action. Firm recommendations for specific locations will come later. The only plaza for which a definite proposal now exists is that to be constructed at Market and Powell in conjunction with the cut-through of Fifth Street to the north of Market, which has already been programmed by the City.

Staff of Market Street Design Task Force to be Enlarged

For several months, the Design Task Force has been operating with a basic three-man staff, assisted by the services of part-time personnel contributed from City departments and private organizations. A recent supplemental appropriation and funds provided in the 1965-1966 City Budget will now permit enlargement of the basic staff. The enlarged group will be temporarily based full-time at the Task Force office, 1254 Market Street, and will undertake the concentrated work necessary in the months ahead, working closely with the City's consultants on Phases II and III of Market Street planning.

Future Plans for the Task Force and Urban Consultants

It is anticipated that Phase II of the planning program will get underway in July, based on those portions of Phase I which are accepted by the City. It will involve detailing final plans for possible land use, and for the surface treatment of the Street, including development of traffic and pedestrian patterns, treatment of sidewalks, plazas, street furniture, etc.

The third and final phase of Market Street planning will consist of developing the detailed drawings of public works projects necessary to implement the suggested treatments. These will be based on an analysis of cost estimates, possible financing methods, and feasible time phasing.

Comprehensive Study of San Francisco's Muni Now Underway

An 18 month, federally-sponsored transit study, involving BARTD, the Alameda Contra Costa Transit System, and the Municipal Railway is now underway. It will be known as the Northern California Transit Demonstration Project. The Muni portion will give the City a full evaluation of Muni routings, equipment, fare structures, etc. on which to base needed improvements. Thousands of questionnaires distributed to Muni riders on June 15th seeking origin and destination information are now being analyzed. These, and other findings of the study will be of great assistance in developing new traffic patterns for the surface of Market Street.

Public and Private Transit Entranceway Locations Soon to be Decided Upon by BARTD

The Bay Area Rapid Transit District has recently made a series of studies, in sketch form, showing the possible designs of public and private entranceways to rapid transit stations which might be constructed within private properties on the Street. Those owning properties adjacent to locations proposed for public entrances should review these locations carefully when they are presented on June 28th, giving thought to the leasing of space within their building to BARTD for entrance facilities.

The deadline is also nearing when BARTD must know the requirements of property owners and businesses desiring private entranceways connecting their basements to the subway mezzanine. It is anticipated that more definite knowledge of the mezzanine depth, gained from BARTD's June 28th presentation, will facilitate these decisions. If you wish to discuss the subject of entranceways before making a decision, the Project will be happy to provide information and assistance.

Rapid Transit For Davis Street Station Still Under Discussion

If the present design concept for this station could be revised, the Project believes that considerable savings could be effected on the $6 million figure which BARTD quotes as necessary to construct a full rapid transit facility at Davis Street as part of the original station construction. We will continue to urge such construction, not only becuase it would be of substantial benefit to the rapidly growing lower Market Street area, but also because it will relieve the congestion bound to occur at the Montgomery Street Station when it is called upon to support passenger traffic from both the Financial District and Lower Market-Golden Gateway Areas.

THAT PROVERBIAL 'PAT ON THE BACK'

In recent weeks, many favorable comments have reached us concerning the scope of the Project's knowledge about Market Street and the general downtown area. This knowledge has not come about by accident, but precisely because we have sought to extend our understanding of all facets of the Street through firsthand observation. We are pleased to know that all this is appreciated.

At present we find the street vibrant and active, with a great latent potential just waiting to be tapped.

This viewpoint is based on the many personal visits we have enjoyed with business owners and managers on Market Street, to discuss their problems and solicit their suggestions. It is also based on those firsthand observations we mentioned, gained from a constant surveying of the street - probing its nooks and cranies from sub-surface basements to building rooftops to study its varied structures - climbing into manholes, vaults and trenches to analyze the condition, arrangement and maintenance of its important utilities - riding in delivery trucks, checking parking, traffic and pedestrian facilities, and observing street cleaning procedures and processes to gain on-the-spot knowledge of the hundred and one complex movements of people and vehicles which go to make up the Street's daily activities.

We are, in a manner of speaking, involved in a continuous conversation with people - people using or doing business on our Street; people who make and those who act upon City plans and policies affecting our Street - people who often assist, and sometimes resist, the changes we know are coming to Market Street.

In every instance, "facts in-depth" are our objective. With these facts we can continue to further our knowledge and our goals. But facts, knowledge, people - these demand a constant vigil. There is still "much to learn and far to go" on Market Street.

MARKET STREET CONSTRUCTION AND RENOVATION - A FULL REPORT

The echo of hammer and saw, the sight of cranes and girders, the excitement of a newly rising skyline, prevails along many portions of Market Street these days. This multitude of construction and renovation activity represents a tremendous investment of private funds in our downtown community, and there is more to come.

Two major buildings, STANDARD OIL and the FOREMOST-111 PINE BUILDING, are now reaching completion and will be dedicated later this summer. Two others, the giant DILLINGHAM WELLS FARGO BUILDING, and the FOX PLAZA complex, have completed steel framing and will hold traditional "topping off" ceremonies at the end of June and in mid-July, respectively.

This month, the Project has also awarded its Certificate of Achievement to the Market and Powell DAY AND NIGHT office of BANK OF AMERICA, and the UNION TRUST office of WELLS FARGO, at Grant and Market, for completion of outstanding total renovations.

So much is happening on the Street that a report in-depth is now in order.

The Renovation Picture

FOSTER'S CAFETERIAS will open a new branch of their popular chain at the corner of Main and Market. The entire ground floor of this site has been ripped out to make way for the installation of the modern restaurant facility.

THE FIELD BUILDING on Market opposite Grant Avenue, and its major tenant, the FIRESIDE THRIFT, offer a fine example of tasteful renovation in a small structure. The marble and grillwork-trimmed exterior highlights a graceful arch entranceway.

SCHWABACHER FREY STATIONERS at 735 Market has undergone extensive interior renovation and painting, with a modernization of the storefront. The exterior of the building is now being cleaned.

IMP, the new INTERNATIONAL MARKET PLACE Store is now occupying and remodelling three floors of the former Hale's quarters in the LINCOLN BUILDING at Fifth and Market. It features conventional, and not-so-conventional decor items and furnishings from around the world in the atmosphere of an international bazaar. A Chinese garden restaurant will open soon on their second floor level.

THE HERBST BUILDING, a landmark at the Market-Van Ness corner, is being enlarged by an additional three floors of office space. At the same time, the present structure is being totally renovated, including the small ground-floor shops.

A "destruction story" - THE PARAMOUNT THEATER at 1077 Market, venerable reminder of the vogue in bygone days for theaters constructed in the Spanish Renaissance style, will soon be no more. The demolition crews will sacrifice it to a parking lot, temporarily, but a major construction project on the site can be anticipated sometime in the future.

Live and Work in the Booming Lower Market Street Area

THE GOLDEN GATEWAY: Sidney Walton Park, a block-size landscaped area which will form the central park of the Gateway residential sector once the total eight apartment towers are completed, was opened on June 14th. Of the residential structures, one of the three large rectangular towers planned, the Richard Henry Dana facing Battery Street, is now occupied, as well as two of the proposed five 25 story square tower buildings, and a surrounding cluster of large town houses.

Construction of the 25 story Alcoa Office Building, directly adjoining the residential area, will get underway soon. The building is to rest on a large 1500 car, two-story parking garage, spanning the entire two block area from Battery to Davis, between Clay and Washington Streets. The roof, or "deck" of the garage, will be constructed as a pedestrian plaza, with landscaped area, fountains, and foot bridges linking it to the residential area and future buildings of the commercial sector between Clay and Sacramento. The plaza is expected to become the hub of Gateway activity. It will also feature low level structures containing a large bank and restaurant at either end, with the Alcoa tower directly in the center.

MATSON BUILDING: Construction of the new 10 story, 175,000 square foot headquarters office of the Matson Navigation Company will begin this fall on the northwest corner of Mission and Spear Street. A modernistic structure with adjoining utility core and parking facilities, it will contain 25,000 square feet of rental space on upper floors, ready for occupancy in early 1967.

FOREMOST-111 PINE BUILDING: This 18 story, up-to-date facility at the corner of Pine and Front Streets just off Market, is rapidly nearing completion, with detailed work yet to be done at the lobby level. The top three penthouse floors will be the new home of Foremost Dairies.

New Giants in the Financial District

STANDARD OIL OF CALIFORNIA: Set well back from the street and surrounded by landscaping, the new structure gracing 555 Market provides 22 floors of additional space for Standard, and highlights an impressive entranceway reached from the garden plaza now under construction west of the building. It also features a "bustle" facing Stevenson Street, designed to provide working space for large group projects. In its basement is a 50 car area to handle off-street deliveries - something much needed for Market Street locations.

DILLINGHAM-WELLS FARGO BUILDING: The 43 story "tallest in the West" will be v-shape in design, with stately wings fronting on Montgomery and Sutter Streets, and an adjacent 3-story glass and frame structure fronting on Market and Montgomery. By the end of this year, the Wells Fargo branch now occupying the Market-Montgomery corner will move into spacious quarters on the lower floors of the Montgomery tower wing, as initial tenants. By late 1966, the modernistic glass structure to be erected on its present site will be completed, extending the quarters to their former location, making for a most distinctive Market Street entrance. Occupancy of the remainder of the tower structure is set for mid-Summer of 1966.

Fox Plaza - A Complete Downtown Community at the Civic Center

The 30 story tower and adjacent landscaped shopping area comprising the Fox Plaza complex, scheduled for completion in February 1966, represents an unusual new planning concept, which is the first of its kind in the City.

The main tower will consist of a ground and mezzanine floor for shops and a large United California Bank office (with a 500 car underground parking garage) - above which will be 11 floors providing 200,000 square feet of office space - all topped by 16 floors of modern residential units, each with its own balcony, exposed to exceptional San Francisco views.

Adjacent to the complete all-in-one "working, living, shopping structure" will be a mall extension of the shopping area which includes the Joseph Magnin store, a restaurant, and several other facilities. There will be 25 to 30 shops in the total building-extension complex, with space already heavily leased. It is expected that Joseph Magnin will be ready to open this coming Christmas season.

Due to the building's Civic Center location and unique design, office space is well-suited to small suites rather than large corporate enterprises. The 448 residential units will consist of 336 studio apartments, 96 one-bedroom units, and 16 two-bedroom apartments, one on each floor - all in a very modest price range.

Plans are now being made for the gala July "topping off" ceremony complete with Hollywood celebrities. National General Corporation, a developer of the complex, is a large Western theater chain.

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"Which Block Will Be First?"

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Not too many years ago Market Street was referred to as a "has been" possessed of a glowing past, but not much of a future. Despite these predictions of gloom, its gradual deterioration and the relics of a faded grandeur are giving way to new constructions and renovations and new types of enterprise.

The initial redevelopment has shown itself largely in corporate structures with large scale dimensions that will add handsomely to certain portions of the Street. Now, as noted in this Newsletter, plans for improvement of the retail sector are also beginning to take shape.

To date, however, the regeneration of Market Street is largely a passive effort. Each project has been separately undertaken, by individuals or corporations with the acumen to take advantage of the many attributes offered by this strategically located major thoroughfare. Therefore, although the increasing development is most gratifying, it does not yet begin to fully capture the fantastic potential of downtown San Francisco.

Part of our problem is based on the tendency to view the coming of rapid transit as a panacea for all ills. We fail to recognize that while it will provide a new means of access to downtown, people will come here only if we give them the variety of facilities and services they seek - in an inviting environment.

To achieve this, aggressive and cooperative action will be required by the San Francisco Business Community, first in their willingness to stir the potential already here, by undertaking new approaches and techniques in business and retailing, and second in the provision of new facilities. This must go hand in hand with an active promotion of the downtown area as a great regional center.

A necessary prerequisite to change is that we see existing conditions as a challenge and not as a problem. For instance, while the exodus of industry from the South of Market is regrettable, it offers us an opportunity to shift gears, bringing in new functions more compatible with an expanding central business district. To the basic service industries which remain one could add research industries, complemented by educational institutions and recreational facilities.

In point of fact, a modern two-level system could be developed for the South of Market, in which residential and office structures make use of the air rights above one and two story industrial buildings. Although the proposed Yerba Buena Center is a step toward the needed change, we must realize that it is only a beginning.

In our own area of operations, Market Street, we have a similar opportunity to turn conflicts into assets. On some sections of the street, the measure of decline is epitomized by the encroachment of "marginal businesses," which stand cheek by jowl with long-established enterprises of a differing retail classification. The complaint is made that the juxtaposition adversely affects the individual businesses and the street as a whole. While this is true, the problem is not necessarily the marginal enterprises themselves, but their lack of an appropriate relationship to the surrounding area.

In many cities, some of the so-called marginal businesses are major tourist and shopping attractions because they form sub-centers within the downtown area, and offer an indescribable vitality of experiences. In the European marketplaces, for example, you can buy anything from a goldfish to a Rolls Royce - jewelry stores, pawn shops and army surplus stores are side by side with art galleries, fine restaurants and pleasant walkways. However, one does not have to travel so far afield to find imaginative new uses for old areas. The Ghiradelli and Jackson Squares in San Francisco are impressive examples of tasteful renovation. They have brought new life and dignity to well-known landmarks, and one wonders why the idea has not been applied on a more dramatic scale to portions of Market Street and vicinity.

The most tantalizing aspect of these probabilities is that many of the components for a "marketplace" development already exisit on Market Street and its surrounding blocks. We have only to wander a little distance in the South of Market area to discover fine old buildings and exciting vistas. What city would not be proud of the Old Mint Building and the Main Post Office? Who is not stirred by the verve and bustle of a newspaper printing plant? We have the area, we have some fine buildings and business enterprises. It is now a matter of taking positive action to add to and establish them in specific association with one another and the central business district - in a manner which will bring out the best in the old and invite architectural excellence in the new.

Such re-organization cannot be undertaken on a single property basis, it must encompass a vast area. Indeed the size of the area desired for such an undertaking is so great as to make the venture seem beyond our grasp. However, if this can be envisioned as a block-by-block progression, it becomes a more manageable prospect.

The Market Street Development Project stands ready to assist any group of property owners or businesses in planning such a venture. We therefore ask the question: "Which block will be first?"

The Project Prepares "A Statement of Objectives"

The Market Street Development Project's Executive Committee held meetings recently with its major sponsors to discuss future programs of action. One of the most important recommendations coming from these sessions was that the Project should take the lead in initiating a position on any issues primarily affecting our area of operations.

To this end the group prepared a Statement of Objectives outlining major considerations imperative to the development of "an efficient, attractive, and convenient" rapid transit system throughout the City and County of San Francisco, Businessmen, property owners and concerned individuals located on or adjacent to Market Street, were invited to sign the Statement if they agreed with the principles stated.

The response received and the multitude of opinions expressed has given us a good cross-section of downtown community feeling - representative of all segments from large corporations to the smallest store on the block. Equally important, it has shown that a solid foundation of support exists for the transit design features the Project has been advocating for many months, from mezzanines constructed at an appropriate length and depth, to problems of attractive station design, maintenance and policing and the establishment of full rapid transit facilities at the Davis Street Station.

We are heartened by the recent press accounts of the City's preparation of an application for Federal funds to accomplish construction of mezzanines at a length sufficient to provide convenient and well-placed passenger access from the Street surface. We hope that all points made in our Statement of Objectives will be favorably considered.

A Reorganization of Market Street Planning Procedures

Mayor Shelley recently initiated a reorganization of planning procedure for Market Street, explaining that such a change is necessary for "direct City to BARTD negotiation...on who is going to pay for what, and how much." Four city officials, backed by a Technical Committee of city staff, will do the negotiating in an attempt to resolve the critical questions which must be answered before final design and construction can be undertaken.

Although the Market Street Design Task Force will continue to function, under the new set-up, its former Executive Committee of public and private agency personnel, and the Mayor's Market Street Advisory Board, composed of leading City officials and private citizens, are disbanded. The new plan calls for participation of private organizations through a Citizens Advisory Committee, on which the Project's president, Ivan A. Anixter, has been invited to serve. In line with the all-City staffing procedure, Assistant Director of Planning Edward Murphy will be manager of Task Force activities, succeeding Gerald J. McLindon, who has been on loan from the Market Street Development Project. In a recent letter to Mr. Anixter, Mayor Shelley remarked: " I want to thank you and the members of your organization for allowing Mr. McLindon to devote so much time and energy to the Task Force. His work has been outstanding and his contributions many."

Major Studies Will Assist Market Street Traffic, Parking and Land Use Planning

Information from many sources must be made available before further plans for Market Street's surface development can be made under Phases II and III of the planning program. (The City's urban design consultants and Market Street Task Force have recently completed studies under Phase I.) Among concurrent studies which will provide this supplementary material are the following:

Downtown Traffic and Parking Study: This analysis was undertaken by the City's Traffic Engineering Department beginning last spring, at a total cost of $166,000. The initial data gathering phase is now completed, and interpretation of the information and projections are underway. Findings of the study will be integrated with Market Street plans.

Municipal Railway Improvements Study: The "origin and destination" questionnaire filled out by thousands of Muni riders last June is in final stages of coding and evaluation, and will provide Muni with a foundation of facts on which to base route changes and determine the type of equipment which should be operating in given areas. A basic problem which should be solved concerns the type of equipment best suited to the new Market Street Muni subway tube. It is the Project's hope that this tube will be used as the starting point for a fast local transit system, reducing street surface congestion.

The Muni Study is part of the Federally-sponsored Northern California Transportation Project, also involving the Bay Area Rapid Transit District and Alameda Contra Costa Transit. Its findings will be coordinated with theirs, and proposals worked out for the development of an integrated transportation system for the Bay Area. The problem of patrons transferring from one system to the other will be a major consideration.

C - 3 Zoning Study: All of downtown San Francisco falls within the C-3 Zone. However, as the City Planning Department recently pointed out, the 377 acres in this district cover many widely differing functions, each with special needs that should be recognized for zoning purposes. This Department has now begun a study of ways in which this objective can be accomplished. Monthly progress reports will enable the coordination of material, as received, with other planning projects.

Delivery Services Report: The Market Street Project has completed a survey of current service methods employed by downtown truck delivery firms, particularly as they apply to Market Street congestion. Among problems found were duplication of routes and schedules among firms, lack of central receiving and pick-up facilities in Market Street buildings, a 40% total of the Street frontage consisting of small businesses with entrances only on Market and no off-street delivery facilities, keen competition with private vehicles and service maintenance trucks for use of loading zones in off-Market streets and alleys, and impractical street design in the narrow alleyways used as service ways. Among recommendations made for immediate improvements are:

1) Establishment of central shipping rooms in all Market Street buildings
2) Greater use of containerized delivery and pick-up services for bulk material
3) Designation of downtown alleyways, particularly off Market Street, as exclusive service routes for the use of commercial vehicles
4) Establishment of specified pick-up facilities for shoppers
5) Removal of sidewalks from congested alleyways, replacing them with less obtrusive bumper curbs, and
6) Provision of through access for present service streets, and of off-street loading and through access for all new buildings.

The Construction and Expansion Story Continues...

The businesses of our RETAIL DISTRICT have all been particularly aware of the design proposals for the subway stations, and are greatly concerned about access from the mezzanine to the street surface and to individual buildings. They have also expressed serious concern about possible disruptive effects which the station construction will have on traffic and business during the peak sales periods of 1966.

While the uncertainty surrounding these aspects of rapid transit construction has caused most businesses and property owners in this area to delay their plans for renovation and reconstruction, some firms are now probing into the problems they would face in this respect.

EDWARD H. GAUER, Chairman of the Board of ROOS-ATKINS, recently stated that his 27-store chain is considering a new 10 story headquarters store for the Market-Stockton corner to replace the present four-story facility.

According to RICHARD NUGENT, Manager of the F.W. WOOLWORTH store, the company is presently exploring several design alternatives for expansion and renovation of their firm here. There is a probability of a direct connection from the plaza proposed at Powell Street into the basement of the store, which, incidentally, does the highest volume of business per square foot of any in the chain. GRANT's PIPE SHOP has recently relocated into larger and tastefully renovated space.

On LOWER MARKET STREET, another stage in the growth and development of the Davis Street Station service area is indicated by the announcement of the BECHTEL CORPORATION's plans for the construction of a 16 story international headquarters office at Mission and Beale Streets. The new building will consolidate the large engineering firm's extensive operations, which are now scattered in 11 locations throughout the city. Close to the recently announced new MATSON NAVIGATION COMPANY headquarters office, this building will add yet another dimension to the rapidly changing skyline in this part of town.

With the Fox Plaza project well on its way in the CIVIC CENTER AREA, its developers, NATIONAL GENERAL CORPORATION, have disclosed they will build a $15 million APPAREL MART on the Market-Ninth Street corner. The new 13 story multi-use structure is similar in concept to the Los Angeles Apparel Mart. Plans call for retail shops at street level, seven floors providing showroom facilities for 700 firms, and a 350 room motor hotel occupying the top four floors. The multi-use concept is working with much success in advance leasing and rentals for the Fox Plaza, where a retail center is topped by office space and apartment dwellings. Construction of the Apparel Mart will begin in June 1966, and is scheduled for completion in the fall of 1967. NATIONAL GENERAL is also undertaking a significant renovation of the FOX WARFIELD BUILDING. You will hear more on this later.

LATEST NEWS...STOP THE PRESSES!!!

The Bay Area Rapid Transit District will submit its latest designs to the Board of Supervisors on this Monday, October 4th, at 2 p.m. in the Supervisors Chamber, in Room 228 of the City Hall. All concerned with station design should try to attend!!!

NEWSLETTER

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CONSTRUCTION ACTIVITY - August 14-20, 1967

Montgomery Street Station

The first soldier piles for the Montgomery Street Station are scheduled to be placed this week behind the fence on the Crocker Plaza site. This work is being scheduled to minimize any problems the two contracting firms might have while working alongside each other. The piles to be placed will be from 48 to 77 feet deep and 15 in number.

Continuation of sewer work in front of the Palace Hotel, Standard Oil and at the Sansome Street intersection will still be in evidence. Removal of Path-of-Gold lights is proceeding.

Shoo-fly work continues with the constructing of switches at both ends of the excavation area on August 19th and 20th (Saturday and Sunday). Bus service rather than streetcars will probably be required the two days this tract is being cut. With luck the first shoo-fly will be operative on the following Monday.

Powell Street Station

Work begins on a shoo-fly to move the Muni operations to the South side of Market on Monday. This is required to provide a safe work area on the North side of Market where construction of the station wall is to first take place. Construction of this shoo-fly will be much like the construction at Montgomery Street the past few weeks.

Sewer work continues in 5th Street and in the vault space alongside the J.C. Penney store. Additional sewer work is scheduled for the North side of Market between Powell (in front of Woolworth's) back East to the Anglo Building. Temporary utility work (water) will also be taking place in the curb lane in front of Penney's.

Muni Disruptions: The outbound streetcar island at Woolworth's will be removed by the sewer work as will the pedestrian crosswalk in that area. The two inbound traffic islands (Lincoln Building and Learners) in the block between 4th and 5th Streets will be removed due to shoo-fly construction. The inbound bus stop at the Emporium will remain.

Civic Center Station

Sewer work continues in this area at 7th Street (South side) and East and West of Fulton (North side). New poles for Muni supports and street-lights continue to be placed in Market. Additional poles to handle the No. 5 trolley bus are being installed on Hyde.

Work on the exploratory trench on the South side of Market in front of the Towne House, East to 7th Street has begun. This trench exposes all utilities in the area before work on the slurry wall of the station begins.

Muni Disruptions: The outbound streetcar island at the Orpheum is to be removed this week. The next island outbound, at 9th, is being expanded East to handle the added load in this area.

North Point Sewer

The work in Sansome Street and 2nd Street continue to be slow due to both the number and location of utilities in the area. Construction of the sewer in Stevenson Alley is moving much faster now, but several more weeks of activity remain before full use of Stevenson is available.

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CONSTRUCTION ACTIVITY - August 21-27, 1967

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Montgomery Street Station: Scheduling of a cut-over of the inbound streetcar onto the shoo-fly during the weekend of August 18-20th was reported last week and is by now a reality. At that time switches were also placed on the outbound tracks and this cut-over to the old inbound tracks is planned for this week or weekend. This later operation is much simpler and should not require substitution of buses for streetcars.

Completion of pile placement for the mezzanine support wall at the Crocker Building site now permits moving of the Crocker Building construction fence and pedestrian walkway off the street and out of the station work area. The first "exploratory" or "probe" trench will be dug along this northwest side of the station. This trench is to locate and identify all utilities prior to placing of piles for the deep support wall of the station excavation.

Sewer, water, gas and steam work continues in the same areas. Certain delays in plan approvals by the City have postponed the beginning of permanent closure walls of vault spaces. In some cases the sewer work has proceeded by agreement with the property owners involved.

Removal of the Path-of-Gold lights continues.

Powell Street Station: Shoo-fly construction continues to dominate the scene and will for a few weeks more. Fencing was installed on the South side of Market at the instance of insurance inspectors that objected to persons moving in and out of the excavation area, especially around the moving equipment.

Construction of sewer work in 5th Street continues as does the North side sewer East of Powell. New sewer work will begin in 4th Street. Work here is a traffic stopper as we well know from past experience.

Crosswalks will be shifted from time to time as excavations proceed, but no wholesale removal is planned. Bridges are being constructed to span the open excavations.

Mr. Albert Samuels Clock: This famous land mark in front of Samuels Jewelers is going into retirement for the construction period. After years on Market Street and years at this site its absence will be noted by all.

Telenews Theatre: The sewer work now proceeding toward Market up 5th Street will enter the J.C. Penney vault area and then proceed across Market through what was the Telenews Theatre. This property is now owned by the City and is destined to become a part of a plaza and street extension across Market. To make way for this sewer, the Telenews was closed on August 16th and is now being vacated.

Civic Center Station: Hand rails and more convenient ramps have been placed where the sidewalk grades have been altered at and near the

Towne House Motel.

A shift in plans for the No. 5 trolley bus has been made. It will now continue down McAllister from Hyde to Market. McAllister will be turned into a two-way street from Hyde to accomplish this.

A slight trimming of the streetcar islands in Market Street will be necessary to make this change.

Other wire, signal and light poles are still being set and will be activated as soon as possible. Removal of the Path-of-Gold poles follow.

Continuation of work on the exploratory trench to expose the utilities in the area prior to drilling of pile and slurry holes is proceeding from 8th to 7th on the South side. The first steel piles for this slurry wall will be small ones for the mezzanine wall. Even so, they measure 24 inches wide and are 44 feet long.

A trench across Market Street at Fulton is being dug to place the lines that will accommodate the slurry to be pumped from the plant on Fulton Street.

Sewer work at this station continues in the same areas.

North Point Sewer: This work continues.

Note:

It has come to our attention that certain members wish to have this newsletter mailed not only to certain other persons in their organizations (Branch Managers, Building Managers and the like). Please let us know... we will be happy to add them to our mailing list.

Please also inform us of any address changes.

CITY AND COUNTY OF SAN FRANCISCO

DEPARTMENT OF CITY PLANNING

100 LARKIN STREET · CIVIC CENTER · SAN FRANCISCO 2, CALIFORNIA

December 5, 1963

MEMORANDUM

TO : Members, City Planning Commission

FROM : James R. McCarthy, Director of Planning

SUBJECT: The Mad Men of Market Street

On Tuesday, December 3, 1963, the Market Street Development Project, an organization incorporated in June of this year ostensibly to represent the interests of property owners on Market Street, conducted a membership luncheon meeting at the St. Francis Hotel to "mark the end of its first year of operation".

I attended the meeting in response to an invitation from Mr. Gerald McLindon, the Executive Director, expecting to hear a report appropriate to the occasion on the status of the organization, its accomplishments to date, and its program for the future, in relation to its three basic objectives as enunciated in its first Newsletter last July:

"1. To transform Market Street into one of the world's most attractive and vital downtown boulevards;

2. To rid Market Street of its splotches of shabby atmosphere;

3. To put new life into Market Street as a center of Bay Area business, shopping, and entertainment."

No such report was given. Rather the occasion was used by Mr. McLindon and guest speaker, Thomas Creighton, an associate of John Carl Warnecke, Architect, to criticize in a most captious manner the report on a proposed plan for downtown, identified by Mr. Creighton as "recently released by the City Planning Commission".

The temper and tone of the comments of Mr. McLindon were as intemperate and destructive as those he has been making in self-glorifying speeches before service clubs and civic groups in the past few months and in the organization's Newsletter. I have refrained from commenting on the brashness of Mr. McLindon's attitude to date, but since it has been dignified by a formal public meeting of his employer organization and lauded editorially by the Chronicle I feel compelled to respond to his meretricious, misleading, and destructive stance. In respect and admiration, Mr. Creighton advises that he is referring to Mr. McLindon in an article that will appear "in next month's issue of San Francisco magazine" as "the angry young man of Market Street". Better, I say, he should be called "mad".

Coming to San Francisco eight months ago as a heralded expert, he has arrogantly assumed unto himself the role of "doctor" of a sick patient, whose criticism or analysis of the patient - - i.e., Market Street, San Francisco, and the state of planning in San Francisco - - is above reproach. The questionable ethics of one doctor criticising another has not occurred to him, apparently, for on Tuesday he did not give public recognition to the Commission's Director of Planning nor to its architectural consultant, Mario Ciampi; perhaps the product of our year's work is deemed by him to have had phantom origins. At any rate, it was not the patient he criticized, but the patient's doctors.

Expressing grave concern about the "big dig" - - his alliterative appellation for the Market Street subway - - he has exposed for all to see his total failure to "dig" the planning and procedural facts of life as they pertain to Market Street. Pushing the panic button, he decries the proposed Downtown Plan for failing to indicate the detailed design of what he calls the "substructure" of Market Street, for failing to provide a unified slot for all utilities, for

failing to provide a third level for automobiles in lieu of the pedestrian mezzanine. Time is running out, he states, and decisions affecting our destiny for the next 100 to 200 years soon will be irrevocably frozen into construction contracts. As one who presumes to be an expert guide, he should know and make clear that the Bay Area Transit District is the agency of government with the authority, responsibility, and technical expertise to make these findings, that the District has just commenced its studies of alternative methods and treatments of the four tracks and of the stations, that in these studies it has an established liaison with the City through the Mayor's Transportation Technical Committee, chaired by the Director of Planning, that it is only now making test borings, that it will not determine until late summer whether it will find a tunneling method of construction more feasible than a cut-and-cover method, and that this determination will influence in a basic way the layout and design of the subway; and that the District will not reach final decisions until October after which it will be engaged for one year in preparing working drawings before construction starts. It was with a full realization of these facts and this time-table that the report on a proposed Downtown Plan presented a concept for the treatment of Market Street, a concept intended to realize to the fullest the potential which the rapid transit development offers for the improvement and enhancement of Market Street. It was with a full realization of this time schedule that the first six months of 1964 have been indicated as the time for full public analysis of issues and alternatives in a positive and constructive way that would lead to an acceptable set of decisions concerning the character and treatment of the street. Such carefully derived decisions will guide both the Transit District and the City in all the steps necessary to effectuate the transformation of Market Street.

The evolution of the Market Street Development Project had been welcomed as a means for the Transit District, and the City departments represented on the Transporation Technical Committee, and finally the policy decision makers - - the Planning Commission, the Mayor, the Board of Supervisors, and the Transit District Board of Directors - - to obtain a unified expression from property owners in formulating the final plan and action program for Market Street. But to date the Market Street Development Project and its executive director have offered no constructive criticisms or positive suggestions. Mr. McLindon says that closing portions of Market Street to automobiles and making more space for pedestrians may be good, but the capacity saturation of Mission and Howard Streets that will occur ten years sooner than if Market Street is not reduced in vehicular capacity makes this questionable. The plan fails to provide a solution, he says, ignoring a premise of the proposed plan that a concentrated, high-density, transit-served downtown must place restrictions on the use of the automobile. To make such a decision now and incorporate the full potential of Market Street into the design of the subway before the digging commences is one of the basic precepts of the report. The year 1964 is most certainly the important year of decision, but let us not make the decisions under the clouds of distortion and dissension that Mr. McLindon is spreading about.

His primary purpose seems to be to confuse rather than clarify. For example, he accepts the concept of extending Fifth Street across Market Street, but criticizes it for not facilitating access to the Union Square Garage from Fifth and Mission Streets. So, as he derides and ridicules an idea he at the same time supports, one cannot be sure whether he is for it or against it. The stone thrower from Little Rock is not serving the best interests of the citizens of San Francisco,

or the users of Market Street, or of that segment of property owners and merchants on Market Street who are his employer.

Mr. Thomas Creighton has also arrived in San Francisco this year assuming an oracular role of critic. It was he who was appointed to chair a special committee of SPUR - the San Francisco Planning and Urban Renewal Association - to review and evaluate the proposals of the Downtown Plan. Although this Committee has submitted no report, it is from this vantage point that he, too, criticized the Plan on Tuesday in a way that indicated either naive misconceptions or deliberate distortions of the objectives and premises of the Plan.

"We seem now, in San Francisco", he said,"to be proceeding on a set of rather blithe and bland assumptions that things won't change". This is either a misunderstanding of what was said in the report or a complete misstatement of our belief. A basic premise of the Downtown report is that change will occur, that the status quo will not be preserved. Our concern is with the direction of that change. Barring major contingencies, the report states that the direction of change will be similar to what it has been in the past few years. The construction of major physical facilities in the Financial District, the contraction of retail outlets and the concentration of major retail facilities in the Union Square area leads us to believe that the compactness of the core must be maintained and that every major development by private investors justifies this assumption. But we do not assume the status quo; if we did, we would not attempt any kind of plan. Nor are the underlying assumptions regarding the direction of change blithely or blandly arrived at. They are the product of study and analysis based on an evaluation of experience elsewhere as well as in San Francisco.

Mr. Creighton is critical of a basic assumption underlying the plan that

is stated "flatly" as he puts it. that "Downtown San Francisco will continue to be the Pacific Coast center of finance and business administration, a government center, a retail center, a cultural and entertainment center, and a trade and distribution center". This was stated as both an objective and an assumption Were another assumption accepted - that retail trade would disburse entirely to outlying shopping centers, for example, or that headquarters would be enticed to Menlo Park or Danville or Petaluma or Los Angeles, a different kind of plan would be required. He then stated, critically, that it is assumed also "that Downtwon will remain compact and geographically bound". This was stated in our report not as an assumption but as a "tenet" or a principle of the plan - -/ that Downtown remain "desirably compact, exciting and varied" for its own sake.

"Market Street cannot afford to accept a status quo situation" said Mr. Creighton. The report does not advocate retaining Market Street in its present status. The proposal to restrict the vehicular use of the street in order to better accommodate the vast surges of people who will enter Downtown from one of the subway stations on Market Street certainly is no reflection of "status quo" thinking.

Mr. Creighton supports Mr. McLindon's criticism of placing additional parking facilities between Mission and Howard Streets because of foreseeable capacity congestion on those streets, ignoring the fact that it is the north-south streets, leading from the freeway loop, that will give primary access to these parking facilities

"We must face the possibility that when traffic becomes unbearably congested, people won't happily ride buses and streetcars, but may go elsewhere to shop." said Mr. Creighton. Here he assumes the status quo, ignoring the rapid

transit subway that will so importantly influence and change the status quo. No mention is made by him of this medium for carrying people into Downtown and for relieving the burden of traffic on the streets. The unbearable congestion of Manhatten is one reason for people continuing to go there. Mr. Creighton and Mr. McLindon weem to be oriented toward the bland uncongested atmosphere of a regional shopping center with a 600-foot walking distance from the parking lot to the store mall. This is not the kind of Downtown we recommend.

Mr. Creighton stated that "I am content to let Gerry McLindon point to details of things that are wrong with present planning, which he has done effectively. So effectively that a major battle is on the way to being won - - the obvious need for a subway station at the foot of Market Street is finally being recognized". I would point out that before either Mr. McLindon or Mr. Creighton came to San Francisco, I, as chairman of the Transportation Technical Committee, successfully negotiated the Drumm Street subway extension and station with the Transit District in lieu of a surface street car loop east of First Street. I challenge Messrs. Creighton and McLindon to acknowledge this fact.

Mr. Creighton in interpreting the report deliberately confused the analysis of downtown as it is and has been and the recommendations of the proposed plan.

The realignment of functions along Market Street, as implied in his speech, does violence to the structure of activities and buildings that now exist downtown. Should already viable areas be penalized to make Market Street the sole beneficiary? In whose interest is it to emphasize Market Street to the detriment or neglect of the balance of the Downtown area? At the present time, strong retail and office centers, compact and well defined, exist in the heart of San Francisco. The proposals implied by Mr. Creighton would transform this highly desirable

nucleus and make of Downtown a ribbon development oriented to the length of Market Street. The resulting emphasis on a form of linear commercial development is contrary even to the well established principles of regional shopping centers. Compactness has proven desirable and has been accepted as a principle of sound development. Diffusion, the result of an overemphasis of Market Street as the center of Downtown, could result in the unhappy condition of an Oakland, or an El Camino Real, an avenue lacking in identification or distinction and one much like that found in the Main Street of most American cities, the sort of development unfavorably commented upon by so many competent observers of the American urban scene.

Mr. Creighton accuses us of accepting as inevitable what he calls the edge nature of Market Street. I would point out that similar activity does presently exist on both sides of Market Street in several of its functional districts. The character of uses on the north side is the same as that of the south side between Kearny Street and the Ferry Building. It is principally between Third and Sixth Streets and around the Civic Center that a great disparity exists. And it is here that street and pedestrian extensions are proposed to break the barrier effect of Market Street.

Finally, in a great sweep, Mr. Creighton criticized the dead-ending of Market Street at the Ferry Building Park. Ignorant of the background of the Ferry Building Park idea, and ignoring the proposal of the report, Mr. Creighton implies that the first stage of the Ferry Park, for which funds have been allocated, is the final stage. No one knows better than this Commission which initiated the Ferry Building Park idea in 1955, that the basic concept of the Park is to open up Market Street to the Bay. He apparently would advocate, however, taking no step leading to this ultimate objective, but rather waiting until it is possible to make one

grand all-encompassing leap. Cities have not grown and developed in this way. The purpose of the proposed plan is to guide all the decisions and actions that will be made in years to come, so that each in large measure or small, will contribute constructively to the development of Downtown San Francisco.

It is regrettable that the Market Street Development Project did not mark its first year with any statement of its own accomplishments or of its own positive purposes, but used the occasion to cut down the work and the stated aims and objectives of this Department and this Commission. This was a crushing blow to the people of San Francisco and to the great expectations that were held for the Project.

A week ago Friday, President Kennedy was prepared to say at a luncheon meeting scheduled in Dallas only minutes after he was cut down by the bullets of an assassin that "There always will be dissident voices heard in the land, expressing opposition without alternatives, finding fault but never favor, perceiving gloom on every side and seeking influence without responsibility". He was also to have said that our "leadership must be guided by the lights of learning and reason - - or else those who confuse rhetoric with reality and the pausible with the possible will gain the ascendency with their seemingly swift and simple solutions to every . . . problem".

Let those of us who truly love San Francisco and who have a genuine concern for its future, ponder those words of our martyred President. Although they were directed at a disease that has been infecting the national lifestream, they apply equally to the malevolent virulence that has been attacking this Commission, this Department of City government, and indeed the whole civic fabric of this City in these mid-twentieth century days of transition.

To clear the air for the new administration taking office next month, I recommend that this Commission convoke a special meeting on December 17 to describe and discuss, without bitterness, rancor or anger, the proposals of the Downtown Plan that affect Market Street, to examine its virtues, of which there are many, and to provide a forum for all citizens of the City, property owners on Market Street, and the spokesmen of the Market Street Development Project to express their reactions and to submit constructive suggestions. Mayor-elect Shelley and the new Board of Supervisors will be better able to exercise the leadership demanded of them in the early days of 1964 if this Commission can present a clear evaluation of the proposals and a suggested program for further examination, development and decision. Such a meeting should make this possible.

SPUR REPORT

San Francisco Planning and Urban Renewal Association • 126 Post Street • • SU 1-8726

Report No. 94 January, 1974

MARKET STREET BEAUTIFICATION:

A TIME FOR DECISIVE ACTION BY THE PRIVATE SECTOR

Summary

Substantial progress has been made in the beautification of Market Street, although unforeseen problems have delayed the completion of public improvements. It is now time for decisive action by the private sector, whose support and cooperation in this project is essential for its success. Adequate maintenance of public areas is necessary to achieve the maximum impact from the improvements that have been made. A special assessment district is the best solution for keeping the brick sidewalks and tree wells clean. Tasteful and imaginative design of new and renovated buildings is required for the beautification of Market Street to be complete. A combination of public encouragement and private initiative will hopefully achieve this objective. In its absence, more forceful public action will be required.

Introduction

In 1962, SPUR issued its report "What To Do About Market Street", which eventually resulted in the establishment of the Market Street beautification project. Subsequent public and private efforts culminated in the passage by San Francisco voters of a $2.4 million bond issue in 1968 to finance public improvements for more than two miles of Market Street, from the Ferry Building to the Central Freeway overpass at Octavia Street. Despite unforeseen delays, substantial progress has been made to enhance the public areas of this potentially grand boulevard.

SPUR's goals for the improvement of Market Street were threefold: to transform Market Street into one of the world's most attractive boulevards; to rid Market Street of its shabby atmosphere; and to put new life into Market Street as a center for Bay Area business, shopping, and entertainment. Public improvements alone cannot fulfill these goals. Without support from the private sector, the beautification of Market Street will remain incomplete, and whatever gains that have been made in the appearance and usefulness of the street will be lost.

Two basic problems must be addressed by the private sector in order to continue the renewal of Market Street: the improved public areas of the Street must be adequately maintained; and design of new and renovated buildings must be done with taste and imagination.

Maintenance

Maintenance of street surfaces and gutters, street furniture, trash receptacles, and trees along Market Street is the responsibility of various City agencies. Currently, some of this work is performed by contractors who are installing elements of the Market Street beautification project, but as each phase is completed, maintenance will be turned over to the City. Responsibility for maintaining sidewalk areas, however, rests with adjacent building tenants or, in their absence, building owners. This legal requirement includes daily sweeping - except Sunday - so that the sidewalks remain free of dirt and litter. The sweepings, furthermore, may not be placed in public trash receptacles or in the street.

Enforcement of the ordinance requiring maintenance of sidewalk areas has in the past been haphazard. It has never, to SPUR's knowledge, been tested in court. Violation of the ordinance is a misdemeanor, punishable by a maximum fine of $500, or six months in jail. The law applies to all sidewalks, regardless of their width, except for formally designated plaza areas, which are the responsibility of the City.

One of the problems plaguing Market Street in the past was the excessive amount of dirt and litter that gathered on sidewalks. No matter how much improvement occurs, this litter problem will continue unless adjacent building owners and tenants fulfill their legal responsibility. The use of a brick and mortar surface for widened sidewalk areas will make the task of cleaning more difficult, and wells in which street trees are planted are already gathering spots for litter.

The Market Street Development Project, created by SPUR in 1962, is a private association of owners and tenants of buildings along Market Street, which attempts to coordinate the private sector's response to Market Street beautification. It has proposed the establishment of a special assessment district which would raise the revenue necessary for the private maintenance of Market Street sidewalks. It is estimated that the annual cost for maintaining the sidewalks along the more than two mile stretch of street included in the district would be between $200,000 and $400,000. This would require an annual assessment on adjacent properties of between $50 and $100 for small retail shops and $1,000 to $2,500 for large corporations.

Maintenance would be funded through levies based on the assessed valuation of the properties included in the district, and one or more private companies engaged to do the clean-up and maintenance. In addition to relieving owners and tenants of adjacent properties of the burden of directly and individually employing maintenance staff, this approach also offers the opportunity to utilize equipment for the cleaning operation which would be too expensive for many businesses to buy, such as special brick cleaning machines tested in San Francisco several months ago. In short, an assessment district should provide better and more efficient maintenance of sidewalk areas than would strict enforcement of the law.

SPUR supports the creation of a special assessment district for the maintenance of sidewalks within the Market Street project corridor. The increase in operating expense for adjacent property owners and tenants will be slight and the benefits great. Owners and tenants who object to this modest proposal should remember that capital costs for comparable civic beautification efforts in other cities are almost always financed through assessments of adjacent owners and tenants, while on Market Street almost $25 million of public funds is being used for beautification. At the same time, however, City agencies responsible for maintaining other portions of Market Street should improve their own efforts.

Market Street Development Project staff should firmly insist that City maintenance be adequate. If necessary to insure an optimum effort, the City should consider contracting with the assessment district for sanitary maintenance of non-sidewalk areas.

Design

Except for controls over signs on Market Street, the design of new and renovated buildings is largely the responsibility of individual property owners. The San Francisco City Planning Commission has, since the adoption of downtown zoning in 1968, exercised discretionary review over the design of new and enlarged buildings along Market Street. This has been done partly in conjunction with the bonus system established as part of the downtown zoning ordinance, which allows greater building heights in return for such things as plazas and set-backs; but it has also included questions of design and building materials. This review process does not extend to renovation of buildings that are not enlarged in the process. Nor does the review process seek to carry out any overall scheme for the ultimate design of Market Street, for none exists. Even the sign ordinance, adopted in 1970, has its drawbacks. The size, shape and location of signs are regulated, but their content and design are not. Large, vulgar signs have often been replaced with medium-sized sleazy ones.

Current efforts to convince building owners and tenants to undertake tasteful renovations and erect high quality signs are hampered by the lack of timely information. Market Street Development Project and Planning Department staff have in the past met with building owners and tenants to provide advice and encouragement for the provision of high quality renovation. Not all owners and tenants along the Market Street corridor are members of the Development Project, however. Nor do many owners and tenants inform Project or Department staff in advance of contemplated renovations. Thus, these actions are noted by persons in a position to provide advice only after permits for the work have been applied for, when it may be too late to beneficially change the design.

Unlike problems of maintenance, which are not dependent on subjective aesthetic values, design is largely a private matter. Yet the large investment of public funds into the improvement of Market Street will accomplish little if adjacent buildings are not attractive. In SPUR's 1962 report, the appearance of buildings along Market Street was couched in the following terms: "fine old buildings defaced with tinny signs...unhappily remodeled buildings that try to look like new ones...ground floor remodeling unrelated to the rest of the building." These problems still continue. Yet other streets in the City's business district are being developed in a much more attractive fashion. California Street is a good example of a series of large, new and renovated buildings with varying set-backs and malls. Even south of Market, along Mission Street, renovation is proceeding which is faithful to the original style of the buildings and highly imaginative.

While it is possible that much of the lackluster appearance of buildings along Market will change once the beautification program is completed, there is at present no discernible trend indicating that this will occur. Without a program of public encouragement combined with the preparation of a design plan, building facades on Market Street will continue to be uneven in quality.

SPUR suggests that the following actions are urgently needed to promote and encourage good design both for the renovation of older buildings and the construction of new ones along Market Street:

1. A specific element of the City's Urban Design Plan should be prepared for Market Street which establishes basic criteria for the design of new and particularly, the design of older buildings. This plan should include general criteria for the entire development corridor as well as more specific standards and guidelines for distinct segments of Market Street. It should also serve as a manual to assist individual owners and tenants in making decisions concerning the design of their buildings and signs.

2. Preparation and implementation of this design element should be the responsibility of a full time professional on the City Planning Department staff, funded, if necessary, by revenues from the special maintenance assessment district. This person should provide technical assistance to all owners and tenants along the corridor. Voluntary compliance will be sought but, if necessary, Planning Commission discretionary review of building alterations should be used.

3. Merchants along Market Street should seek to attract more potential shoppers to the area through the scheduling of festivals, the provision of holiday decorations, and special competitions for window design and retail theme events. In addition, efforts should be made to increase the general public's awareness of design issues through regular publication of architectural criticism in the daily newspapers, editorial support for good design, and a variety of educational programs.

If future private development along Market Street is not concomitant with the expensive and impressive public renovations that have already occurred, stronger measures, such as establishing portions of Market Street as an urban renewal area, should be considered to complete the program.

Conclusion

Despite the enormous investment in public funds, Market Street cannot become the grand boulevard of San Francisco without a substantial commitment from the private sector. Delays in completing public improvements have undoubtedly discouraged private renovations along Market Street. Nonetheless, non-public improvements now being planned will strongly influence for better or worse the appearance of Market Street after the beautification of public areas is complete. Thorough maintenance of sidewalk areas, and high quality design for new and renovated buildings are essential to insure that the renaissance of Market Street is more than a brief or transitory happening - one undertaken at great public cost.

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market street development project NEWSLETTER
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February 19, 1968

FOR IMMEDIATE RELEASE

Howard's clothing store, a landmark at Market and Fifth Streets in San Francisco for 30 years, Monday (Feb. 19) will blossom out in a new Market Street location and continue a 48-year family tradition in quality merchandising.

Eugene Friend, whose father, Benjamin, and son, Robert, together represent nearly a century of service to the city, said that the new store will be at 969 Market, on the south side of the street between 5th and 6th Streets.

The new Howards, according to Friend, will contain 25,000 square feet of sales space, some 30 per cent larger than the old store. It will be air-conditioned, and decorated with a liberal use of color to provide an exciting atmosphere for retailing.

The Friends were forced to move from their previous location due to a combination of Bay Area Rapid Transit construction, the extension of 5th Street, and construction of the Powell Plaza, a federally-financed adjunct to the BART station.

Last July, speaking at the ground breaking ceremony for the BART subway on Market Street, Friend said, "My clothing business is being displaced by the need for a public street crossing and plaza at the very intersection where the children broke ground today.

"I surveyed the entire bay community as regards business potential.
"And I am staying on Market Street in the vicinity of my present store.
"Why?
"It is good business to do so.
"The three BART stations are great edifices. They will present a great foundation upon which we will build and thrive."

Friend said that the new stores motif is a departure from the staid, traditional look of men's clothing stores, and will be unusually bright in illumination to better show the tone, color and weave of fabrics. Embodied in these improvements will be a new way of presenting menswear in a truly coordinated manner.

Howards is the largest single exclusive men's store in the West today.

The impact of Howard's move is being felt along Market Street, mirrored in a sudden burst of real estate activity in the area and the arrival of several national chain store outlets.

The adjacent St. Francis Theater has begun an extensive remodeling program that will include contruction of double-deck theater, with a wider, modern lobby.

Carter's Jewelers, a longtime tenant near the new Howard location, has undertaken a considerable expansion and refurbishing program.

Regal Shoes is opening across the Street.

The Brass Lantern, a high fashion men's store also owned by the Friend family, is now open directly across from the new Howard's. The store was extensively remodeled and offers a dramatic change from the empty building formerly in that location.

######

NEWSLETTER

market street development project

70 MARKET STREET SAN FRANCISCO, 94102 • DO 2-2500

May 24, 1968

BUS STOPS & CROSSWALKS

For approximately one year to date construction work on the BART stations along Market Street has, in the main, consisted of pile-driving and/or slurry wall construction. All of this work has been done from the surface of the street and because of noise, dirt, or intrusion into the sidewalk area has obviously discommoded the pedestrian and shopper using the street.

While this work progressed we have seen the shifting of streetcars and buses from one side of the street to the other. To do this it was necessary to eliminate, shift or substitute the bus, trolley-bus and streetcar stops. This too has been a discommoding factor for both citizens and merchants alike.

Another factor interfering with the convenience of the citizen or businessman on the street has been the moving, or in some cases, elimination of crosswalks. Here too as the necessary construction work progressed along one side of a station crosswalks have been shifted or closed at some inconvenience to the citizen on the street.

This first year was known in advance to be one of noise, confusion, discomfort and disruption as all work on the stations would of necessity be accomplished from the surface. To a degree it has been.

WHAT NEXT?

Now at the Montgomery Station, and shortly at both the Powell and Civic Center Stations the contractors will be in Phase Two of their operations. This is evidenced by timber decking for support of the Muni bus and streetcar operations. These vehicles then operate in the area that once was the curb lane and part of the sidewalk area of Market Street. This movement of the Muni vehicles to the side of the street frees the center of the street area for a construction work area. In this area soil will be excavated and the materials to be used in construction of the station will be lowered through openings in the timber decking at a minimum of disruption to those

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using the street. Most of the heavy equipment and noise will actually be located beneath the street.

Most importantly to this Phase Two operation the bus and streetcar stops will be replaced and fixed in location for some 18 months. The same is generally true of the crosswalks. The following table of transit stops should be of interest:

Station	Direction	Type	Location	Date
Montgomery	Inbound	Bus	East of New Montgomery	NOW!
	Inbound	Streetcar	Discontinue East of 3rd Add West of Annie Street	Eary June
	Outbound	Bus & S.C.	Post Street intersection	1 July
Powell	Inbound	Bus & S.C.	Front of Emporium	Mid August
	Outbound	Bus & S.C.	Powell Street	10 July
Civic Center	Inbound	Bus	Del Webb Motel	NOW!
	Outbound	Streetcar	Fulton Street	Sept.

In all station areas the present temporary stops will be discontinued as the above are opened.

To insure that this information reaches those that most need to know the bus and streetcar stop locations the Market Street Development Project has been working closely with the Municipal Railway system on an informational program for the public. Two techniques will be used;

a. preparation of a small strip map showing the new bus and streetcar stops and distributed by the MUNI in their vehicles.

b. emphasizing the current program of loud verbal announcements to patrons of the next bus or streetcar stop location.

CROSSWALKS

The crosswalk situation will be fixed for the next 18 months and cease the present pattern of constantly changing locations. The proposed crosswalk locations are so located as to permit access to the work areas below however some shifting from their traditional locations were required. They are:

Station		Location of Crosswalk
Montgomery	-	East side of Montgomery - New Montgomery
	-	East side of 2nd Street (Balboa Bldg.)
Powell	-	West of 4th Street (at Crocker Bank)
	-	East of Powell St. (Woolworth to Emporium)
	-	West of 5th Street (at Penneys to match a sidewalk in New 5th Street extension)
Civic Center	-	West of 7th (when 7th Street is extended)
	-	East of 8th Street (Del Webb Motel)

It has been our observation that crosswalk and transit stop movements have in general affected business along the street. It is also our belief that there is almost no single disruptive factor that affects business as much as these movements. This has been shown to be particularly true in certain cases where an impulse business was located because of the people generated by either the crosswalk or transit stop. Movement of walks or transit stops in these cases has been most disruptive to this type of business.

We will continue to monitor these movements and work for the interest of the Project members in this regard.

HELP FOR THE MOTORIST!

Many years ago when Jasper O'Farrell laid out Market Street by standing on the Waterfront and sighting on Twin Peaks I am sure he never realized the problem of the automobile. It has been said that the only way a stranger to San Francisco could reach the other side of Market Street by automobile was to be born there. Now, while the problem probably isn't that extreme, I am sure you will admit it is confusing.

Two long awaited improvements to this situation are beginning to get underway. They are the extension North of Market Street by 5th Street and 7th Street.

Beginning in June you will see demolition and construction activity take place that will result in a completed 7th Street to Mc Allister by late August. This is the total extent of this project and will result in a general traffic improvement for northbound vehicles across Market. It also will reduce the traffic loads and turning movements on Market, Fulton, and Leavenworth.

The 5th Street work will initially take the form of a temporary two lane, northbound, bridge over the Powell Plaza site to Eddy Street. This work will be performed by the station contractor by September and will not be constructed in its final form until the transit station work is complete several years hence.

This 5th Street extension will ultimately be a two way street to Eddy and later one way northbound onto Ellis and then O'Farrell. Construction of this facility will also eliminate many of the turning movements on too and off of Market Street as well as making the crossing of Market a simpler task.

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BART Construction Progress Report - September 6, 1968

At the end of July, nearly 4,800 men were employed at BART job sites by contractors on 59 active construction contracts. Overall progress of construction work is approximately 37% complete and the engineering design work is 89% complete.

Along Market Street work continues on 7 of these major contracts that involve well over 700 men and $101 million. A report on these contracts follows:

Montgomery Street Station: Excavation has reached the BART level in both vent shafts and the 7 foot thick bottom was poured on the west end August 29, 1968. Work has now shifted to the East Shaft with hopes it too will be poured in the next two weeks. Excavation on the body of the station continues and material is being removed from the center of Market Street and from under the decking on both sides. As this work progressed permanent steel roofbeams were set in place across the center of the excavation. Formwork and placing of concrete for the several station entrance structures was erected and completed. More material was excavated and the permanent mezzanine level steel was then set in place. Today, excavation by the cranes continues and temporary steel is being set for the MUNI level. In Mid-August progress on this contract was 38% complete.

Powell Street Station: Excavation on the main body of the station began on July 27 and today approximately 90% of the phase one dirt has been removed. Setting of the permanent roof steel began and is following closely on the earthwork. The huge yellow "thing" now located in the center of Market Street is a "skip" that will bring excavated material to the hopper from the succeeding levels.

It should be noted that this station and the Civic Center Station are both being constructed using a "slurry-wall" techinique and that the side and end walls are complete to the bottom of the station thus forming a gigantic concrete box, underground. This technique obviates the necessity of lagging and pouring concrete walls as excavation proceeds. Because of this you will note that overall progress in mid-August was 44% complete.

Civic Center Station: All " slurry" concrete walls are in place and excavation has begun at the station entrance locations. The main work now going on, however, consists of placing 82 "center" piles required to hold both the surface deck in place and provide a supporting structure for the temporary structural steel. These piles range in depth from 125 feet near 8th Street to 160 feet near 7th Street. The contractor elected to drill a hole some 75 feet reaching a depth equal to the station bottom before beginning his driving operation. This had an added benefit of minimizing the noise of that operation. Major excavation will begin immediately and make use of long belt conveyor that deposits the material into a hopper located on Leavenworth Street. Roof steel installation will follow this excavation. Overall progress in mid-August was 34% complete.

Tunnels from Mission Street to Civic Center Station: This contract is near completion as both of these long, curving tunnels have reached the west wall of the Civic Center Station. The contractor is now securing the tunnel shields to the Civic Center Station wall and completing the concreting of the tunnel interior. Overall progress at mid-August was over 80% complete.

Tunnels from Powell Station to Civic Center Station: Work is just beginning on this contract. The contractor began excavation of the necessary access and vent shaft in front of J. C. Penneys during August. Additionally, he is now setting up a compressed air plant west of 5th Street North on the site of the Powell Plaza. Once the access shaft is complete the tunnel shields (they look like a big cookie cutter) will be set in place and four tunnels (two each for MUNI and BART) almost 18 feet in diameter will be driven west toward the Civic Center Station. Underpinning and column pick-up work on individual buildings is underway along the alignment of these tunnels. Overall progress at mid-August was some 5% complete.

Tunnels from Powell Station to Montgomery Station: Initial work on this contract has been the construction of a compressed air plant east of 5th Street North on the site of the Powell Plaza. Underpinning and column pick-up work in various properties along the tunnel path continues. Overall progress has reached some 10%.

Tunnels from Spear Street to Vent Structure: This contract in the Lower Market Street continues. To date both shafts have been excavated (slurry wall method) and base slabs poured. On the surface work has progressed on an air compressor plant that sits in the center of Market Street in front of the Southern Pacific Building. Additionally, the two huge yellow tunnel shields for this job are resting face down on Market Street at Spear Street. Hydraulic jacks and other equipment are being installed in these shields prior to their being lowered for the actual tunneling. The overall progress is now some 40% complete.

Tunnels and Structures - Montgomery to Spear Street: This is the area where the Embarcadero Station will be located. These plans were just completed and are now in the hands of contractors for bids. Bid opening date is set for October 15.

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XECUTIVE DIRECTOR

August 18, 1969

LATEST BARTD REPORT

Montgomery Street Station

This station is 80% complete and the contractor is ready to start pouring the first section of roof slab. The schedule calls for re-routing the Street car tracks to the middle of the street in April, 1970. When those tracks have been changed the contractor will then complete the new 35- foot sidewalk. That sidewalk will be concrete and will leave about four inches for the City to install its new decorative brick sidewalk on top of the concrete. If the City is not ready there will be concrete ramps built to store entrances.

Powell Street Station

This station is also 80% complete and the schedule calls for moving the street car tracks to the center of the street in July of 1970. When those tracks have been moved then Fourth to Fifth Street will get the 35 foot concrete sidewalks, followed by the decorative sidewalks. Trucks will continue hauling dirt away from the huge gantry crane located in front of Penney's.

The space for planting the new trees in both these new sidewalk areas is already planned.

temporarily as contractors finish different sections until such time as the City goes ahead.

Leaves - Merchants have the responsiblity to clean up leaves on the sidewalk and the City must clean up leaves on the street. The City has asked this office to prepare suggestions for a coordinated method of cleaning up leaves.

Emporium - The Big E was advised at one time there would be no trees planted in front of its store. They went ahead and spent large sums of money for studies on building new entrance ways to its store and for spectacular lighting of its building. The planner meanwhile designed a row of trees in front of the store, and talks are now underway to resolve the problem.

MONTGOMERY STREET STATION

The BART contractor reports the schedule for restoring the street and sidewalk of the Montgomery Street station is as follows:

January 1970	-	Restoring street car tracks to center of street and creating one lane of traffic on each side.
April 1970	-	Completing the new 35 foot sidewalks of concrete, with ramps to store entrances. In restoring the sidewalks the contractor will be doing much digging to move underground utility lines to their permanent position. This will cause some inconvenience and temporary sidewalks for pedestrians will be moved from one position to another as work progresses.

BART ELEVATORS FOR THE HANDICAPPED

From the $156 million allocated by action of the Legislature, Senate Bill 2 requires $10 million be spent for special elevators for the lame, blind and handicapped. This is part of a new law which requires such special elevators in all new public structures and buildings.

The $10 million covers East Bay and San Francisco stations. The Task Force is working to see that the elevators for the handicapped here are designed and located in proper perspective with station levels. The four stations, from Embarcadero to Van Ness, will have such an elevator.

NEW PLACES ON MARKET

Topps & Trowsers Shop, 778 -780 Market Street. This is a men's sportswear store for ages 16 to 25 years old. This is the firms 6th store in the Bay Area, and the 10th in the country. Some $150,000 was spent on remodeling.

Crescent Jewelers, 776 Market Street, is due for a grand opening in mid-October. Some $75,000 has been spent on decorating the store in a Spanish motif. This is store number 12 in the Bay Area, the second on Market Street.

Loew's Theatre, The United Artists Theatre, 1077 Market, will close for about two months of remodeling and open with the new name of "LOEW'S." The front will be redesigned and a new wide screen installed, and there will be many other changes in the interior.

BART EXTENSION FOR CROCKER-CITIZENS

Preliminary approval has been given by BART to plans of the Crocker-Citizens Bank for a mezzanine extension from the Montgomery Street Station to its bank building at #1 Sansome Street. All costs will be borne by the bank. The bank will make a deposit of $5,000 and that deposit will be increased as costs are incurred.

APPEAL ON POLICE PERMIT - 713 Market Street

The hearing before the Board of Permit Appeals for the pin ball machine application at 713 Market Street, has been postponed to Monday 29 September 1969. The delay was requested by the attorney for the applicant.

Bernard Averbuch
Executive Director

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BERNARD AVERBUCH

September 10, 1969

EMBARCADERO STATION (Davis Street)

The matter of financing the second phase of the Embarcadero Station is now before us.

As you recall, some $13 million in bonds were allocated for the construction of the station shell, which is now going on. The next step is the design work of the station itself, which will take one year and cost $1 million. Funds for this design work is available from the $13 million.

The City advises us they are now in discussion with BART on selection of the designer to work on designing the station and this decision is due in the next month or so.

Once that design work is underway then comes the decision of obtaining funds, and how much funds, for the construction of the station itself.

TREES ON MARKET STREET

Maintenance - The City has agreed that it will take over the maintenance and care of trees to be planted on Market Street. This is an expensive matter and the cost will run into thousands. As an example, the Fox Plaza alone spends $250 a month on the care of its trees. The holes in the sidewalk area for trees will be covered

SUMMARY OF EMBARCADERO STATION MEETING

Embarcadero Station (Davis Street)
Meeting - October 1, 1969, 10:00 a.m.
Rm. 677, 870 Market Street

The purpose of this meeting was to discuss the matter of financing the second phase of the Embarcadero Station and bring interested parties up to date on details.

Present at the meeting were:

Anthony Perles	S. F. Redevelopment Agency
F. M. Donahoe	Citizens Federal Savings
C. J. Bocchieri	Bank of America
Gene S. Evenskaas	Bank of America
S. J. Emerman	BART
Jim Browne	BART
L. A. Kimball	BART
Bernard Averbuch	Market Street Development Project
Gen. Gar Davidson	Embarcadero Center
James C. McLachlan	ISI Corp.
Lloyd Pflueger	Down Town Assn.
Manford Matzger	Market - Beale Bldg.
A. E. Zipse	Continental Insurance Co.
David R. Loo	Southern Pacific Co.
John Connolly	Southern Pacific Co.
Melvin G. Lewis	Bechtel Corp.
V. A. Wolfe	Southern Pacific Co.
Bill Maher	PBTB
Jack Barron	S. F. Transit Task Force

It was stated at this meeting that Phase I of the Embarcadero Station is now well underway. Phase I covers funds for the basic shell of the station. These funds were acquired by the sale of Tax Allocation Bonds. Phase I also covers the design of the station proper. There is $1 million in funds available for the design from the Tax Allocation Bonds and this design work will take about one year.

The City and BART at the present time are discussing the selection of an Architect to complete this design work. It is hoped that the final decision as to the Architect will be reached shortly so that work can begin on design of the station.

For discussion purposes the figure of $20 to $25 million was used in regard to financing of Phase II of the Embarcadero Station. This is a "loose estimate" as the final cost could reach $30 million. It is the City's responsibility to come up with these funds.

Mr. L. A. Kimball of BART stated that the shell of the Embarcadero Station will be finished in October of 1971. It was stated that should funds not be available at the time to begin Phase II, the extra cost would be that of inflation at about a rate of $1 million a year. Should the work begin right away after completion of Phase I, there would be a savings. This savings would come about because it would then not be necessary to fill-in and dig-out this "U" shaped box at a later date.

Whether or not this station is completed on schedule BART trains will run through it in 1972. This means, of course, that the first BART station stop would be Montgomery Street. If the station is not completed the MUNI will still have its turn-around there, but without extra storage space. *

It is the City's responsibility to maintain the decking on this station, which after a time will become unsafe. It is BART's responsibility below ground, which would include keeping the water level down in this area.

Mr. Jack Barron, Project Manager, of the City's Transit Task Force was present at this meeting and discussed the possible ways of funding this station. The City at the present time has a figure of $25 million but believes that in 4 to 6 months it will have a far better estimate. Mr. Barron stated that at the present time the City is considering two possibilites for funds.

1) Federal Funds
2) A General Obligation Bond Issue on the November 1970 ballot

There is no possibility of funds from West Portal should that not be completed. Senator Cranston and others are working on Trust Fund type bills for Mass Transit Funding but, with the present administration this is not expected to be in the near future; and other transportation units will have priorities on funds available, i.e., BART itself for the entire system and the Marin bus proposal.

It is interesting to note that New York received $13.3 million Federal Funds for transportation, Cleveland received $8.8 million Federal Funds for transportation and Chicago received $132,000.00 Federal Funds for a shuttle bus service.

If funds are to be acquired by Federal Funding it would have to be before May or June of 1970 because that is the time a General Obligation Bond Issue would have to be put before the Board of Supervisors for approval. Should this General Obligation Bond of approximately $25 million go on the ballot in 1970, it would face two other possible bonds, MUNI, $60 million and a School District bond of $150 million.

Mr. Barron stated that the City does not want to attempt any other funding till after the first two ways are exhausted.

Mr. C. J. Bocchieri of the Bank of America, in general discussion, brought up two other possibilities which could be contemplated. A Tax Allocation Bond, similar to the one used to get the funds for the station shell. This is debatable though as to what the ceiling is on potential taxes from this area. The second is a Joint-Powers agreement between the City & BART but, the general consesus was that from a practical point of view this possibility was somewhat remote.

It was agreed that the next meeting for the purposes of getting further information would be in about three or four months.

*insert, In this event, the last MUNI passenger stop will also be Montgomery Street.

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RNARD AVERBUCH

November 1969

MEMO: New Sign Ordinance for Market Street

FROM: Bernard Averbuch, Executive Director

We are now in discussion with the City, along with other groups, on various proposals to include in the new sign ordinance that is expected to be established for Market Street. This proposed new sign ordinance will probably be ready by 15 December 1969 for consideration by the Planning Commission and then the Board of Supervisors.

It is important that everyone be advised on what is being considered so that our point of view and other suggestions can be considered before the ordinance becomes final.

As you know, there is now a moratorium on all new signs, canopies and marquees on Market Street that will last until May 1970, or such time that the new ordinance becomes the law. Permits are, however, being issued during this moratorium for new businesses, or for those who change their name.

There are some 65 Billboards now on Market Street. The new law will probably ban new billboards on Market Street and make an attempt to remove the existing ones.

The new law may propose that a ban be placed on signs projecting out from the building past a certain point. This means signs on the flat part of the building will be encouraged, or signs with vertical lettering which project only 3 or 4 feet from the building.

It should be noted here that the City now has the legal right to revoke the permit of excessive projecting signs on Market Street. It may well be in this new era of Market Street, and in this atmosphere, that the City will be encouraged to use this legal right to begin removing projecting signs that conflict with the design of the new street or are esthetic eyesores.

It should be noted that the trees to be planted on Market Street will ultimately reach a height of 40 feet and spoil the effectiveness of a number of projecting signs. Anyone who may remodel in the future or install a new sign should be careful to consider the new allocation of Market Street trees.

It is also planned to limit the size and number of signs on any one building and to restrict flashing lights on signs to certain areas on Market. The height of signs above the street will probably also be limited in the new ordinance. Moving signs will probably not be allowed and lighted signs on top of buildings will probably be banned as well.

I am sure that all will agree that with equitable sign standards we can contribute greatly to the efforts now underway to improve Market Street.

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Sir Francis Drake Hotel

EXECUTIVE DIRECTOR
BERNARD AVERBUCH

January 1970

FROM: Bernard Averbuch, Executive Director

MEMO: Engineering Progress Report - Market Street Division of BARTD

1st Phase Construction Summary

Contracts	% Complete
Subway -- Montgomery St. Station to Powell St. Station	95 %
Montgomery Street Station	88 %
Powell Street Station	87 %
Subway -- Powell St. Station to Civic Center Station	32 %
Subway -- 8th Street to 15th Street	98 %
Civic Center Station	74 %
Subway Structures -- Lower Market Street	38 %

Construction is proceeding on the first phase of the structural work, including restoration of the street and utilities on four major subway stations on Market Street, and on the tunneling contracts connecting these four stations and extending to 15th and Mission Streets. Status of the respective contracts is tabulated above.

The contractor for the tunneled subway between 8th and Market and 15th and Mission (Morrison-Knudsen & Assoc.) continues caulking and general clean-up in both BARTD tunnel bores, and has completed restoration work at the ventilation shaft.

The contractor for the Civic Center Station (MacLean-Grove-Shepherd)

has completed excavation to final grade at BART level. The last base BART slab will be poured this week. Installation of scaffold, brackets, supports, forms, and reinforcing bars for roof continues, as well as dewatering operations within the station structure.

The Powell Street Station contractor (Shea-Ball-Granite-Olsen) is placing concrete for the passenger island slab at BART level, floor slab and walls at Muni and mezzanine levels, and several sections of the station roof slab. Installation of electrical and mechanical items is underway throughout the station.

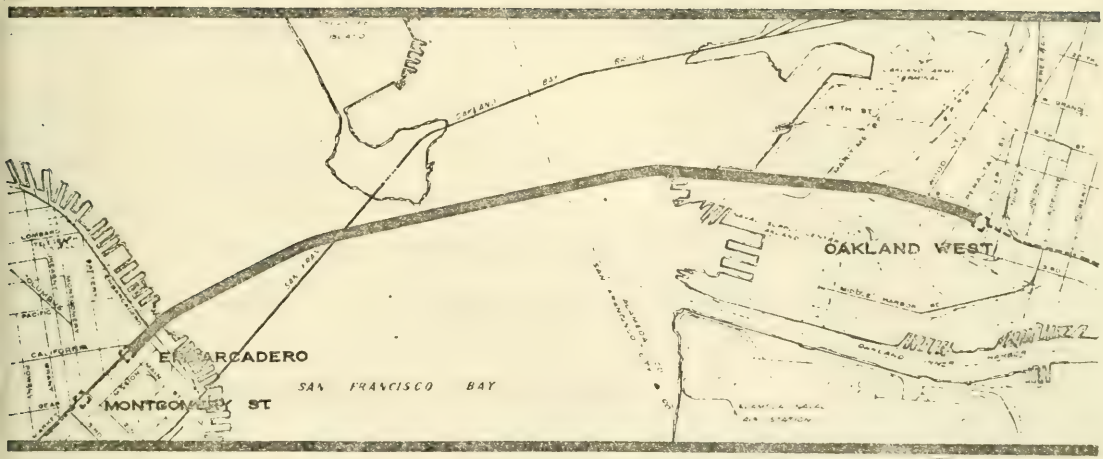
In construction of subway tunnels between Powell and Montgomery Streets, excavation was completed and "holed through" on 6 November 1969.

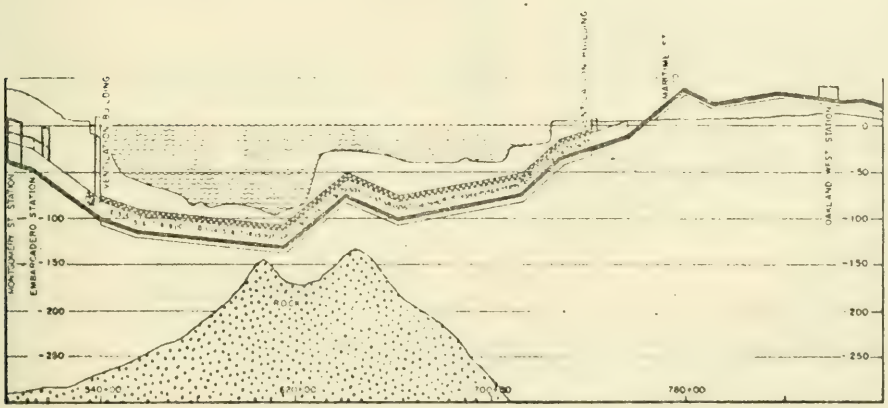
The contractor for the Montgomery Street Station (Winston-Drake-Early) placed concrete for sections of floor slab at Muni and mezzanine levels, and roof slab at the west end of the station. All concrete work is now completed on Muni level. Installation of mechanical and electrical items continues. Back fill and restoration of utilities is underway.

The contractor for construction of subway structures in the Lower Market Street (Morrison-Knudsen Co.) continues drilling and setting soldier piles for the construction of the soldier pile-tremie concrete station walls. Excavation of the slots between the soldier piles and placing of tremie concrete continues. Timber street decking has been placed from the west end of COFFER DAM to midway between Fremont and Beale Street and excavation in this area proceeds. Relocation and support of underground utility lines continues.

Final design of the Muni streetcar subway west of Civic Center Station continues. Work is also proceeding on preliminary design of the Muni stations for the remainder of Market Street and West Portal Avenue.

Some 625 men are working on these listed construction Contracts.





LEGEND
TUBES IN PLACE

TRANS-BAY DIVISION

Construction work on Contract 1T0013 for installation of mechanical and electrical systems in the Trans-Bay Tube consisted of installation of conduit, wire and lighting fixtures in the tube bores, and in the upper and lower galleries between the trainways. Conduit installation work was also under way in the ventilation structures located at each end of the tube. Piping for the mechanical system and the fire protection system is in progress.

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market street development project

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EXECUTIVE DIRECTOR
ERNARD AVERBUCH

February 1970

MEMO: MUNI and BART CAR REPORT

FROM: Bernard Averbuch, Executive Director

MUNI SUBWAY - SURFACE CARS

Plans are to purchase 78 of the new MUNI subway-streetcars which would cost $19.9 million, or about $255,000 each. The financing of the new cars will probably be accomplished by the non-profit corporation set up to review the MUNI's transit fleet.

The cars will be articulated (hinged in the middle). They are scheduled to carry 12,000 passengers per hour. Presently the capacity is 7,800 passengers per hour.

The streetcar is becoming a rare sight in America today. There are less than 1,500 of them still in service today - 105 of them in San Francisco.

BART - SUBWAY CAR

There will be 250 subway cars which will be built by the RORH Corporation at a cost of $66.7 million.

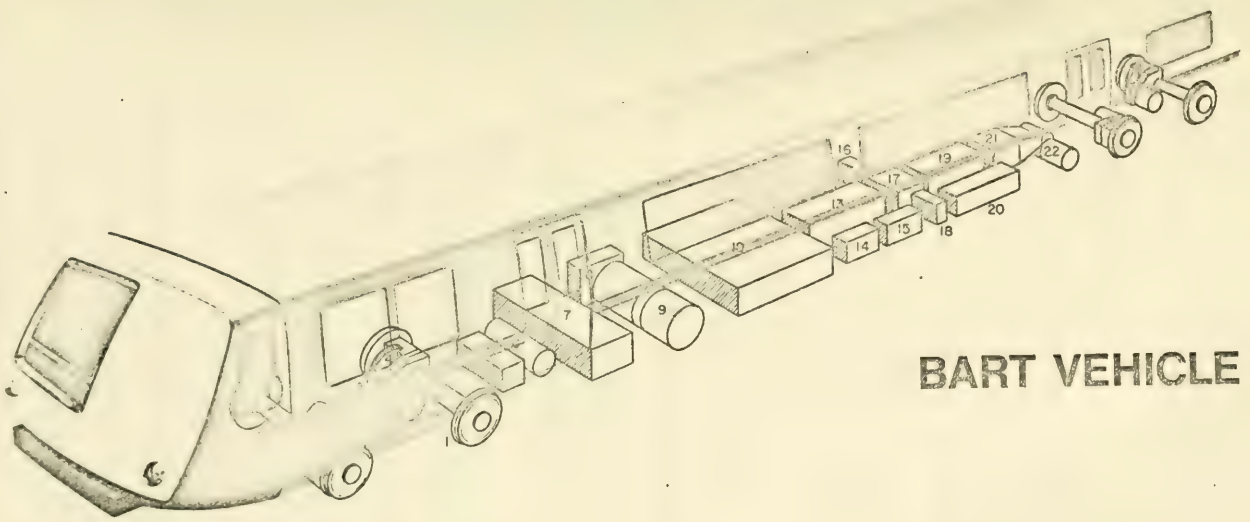
The first prototype car will be delivered in August 1970 and the 10th in December 1970. The 11th car will be delivered in April 1971; the 60th car will be delivered in August 1971 and the 250th in June 1972.

BART is scheduled to begin revenue service August 31, 1971, on the South Alameda Line, between Union City & Oakland.

MUNI

Height - 10 Feet, 10 Inches
Length - 72 Feet, 6 Inches
(78 Feet when coupled)
Width - 9 Feet
Weight, Empty - 60,000 Lbs.
Weight, Crush Loaded - 87,000 Lbs.

No. [illegible]
No. [illegible]
(33 inch Platform [illegible])
Seating Capacity - 76, plus 4 Jumpees
Maximum Service Speed - 55 M.P.H.
Six [illegible] motors with 100 horsepower each
[illegible] wheels and six axles



1. TRUCK ASSEMBLY
2. TRACTION MOTOR
3. GEAR UNIT
4. HYDRAULIC DISK BRAKE
5. COMPRESSOR
6. AIR TANK
7. AUXILIARY BOX
8. AIR COND. COMPRESSOR
9. MOTOR ALTERNATOR
10. AIR CONDITIONING UNIT
11. KNIFE SWITCH & FUSE BOX
12. FIELD SHUNT
13. MOTOR CONTROL BOX
14. LOGIC BOX
15. BRAKE CONTROL UNIT
16. LINE REACTOR
17. LINE FILTER
18. MOTOR REACTOR
19. SEMICONDUCTOR MODULES & REACTOR
20. BRAKING RESISTORS
21. TUBE TYPE FILTER
22. MOTOR BLOWER

Height - 10 Feet, 6 Inches
Length - 70 Feet (B-Car) 75 Feet (A-Car)
Width - 10 Feet, 6 Inches
Weight - 56,000 lbs. (A-Car)

Track Guage - 5 Feet, 6 Inches
Number of Seated Passengers - 72
Top Speed - 80 M. P. H.
Train lengths will be 2, 4, 6, 8 and 10 cars
Power - Electric third rail

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April 1970

KRISHNA BUDDHISTS

We receive continual complaints about the Krishna Monks, the ones in peach colored robes who play on the drums and finger cymbals while chanting the now familiar "Hare Krishna." The monks hand out small message cards, as well as samples of incense, and solicit donations from passers-by.

In dealing with them we must constantly be aware of the principles of religious freedom.

They stay in the same location, at Powell and Market, for three hours at a time and attract crowds who block the entrance to Woolworths. For tourists and shoppers who see them for a few moments they are a novelty.

For others, the novelty wears off after a half hour and the noise factor becomes a problem.

In company with Police Capt. Joseph Flynn of Central Station, we made our second visit to the Krishna Temple, seeking their cooperation. Speaking to the chief monk, Madhudvisa Das (also known as Michael Morrisey, formerly of Boston), we asked his cooperation in moving several feet to another section of the sidewalk, so as not to block the store entrance, and to vary their locations so as not to cause a noise problem.

The cooperation has not come about. The Madhudvisa said his group needed to stay in this populous area to solicit contributions to his church. He cited the Salvation Army as a comparable group. He further stated the constant chanting and playing of cymbals is needed as a form of yoga called "bhakti." We will continue working on this problem.

Flagg Brothers, Florsheims (which is spending $100,000 for remodeling) and Regal's, which will begin a $100,000 remodeling program in early 1970. Grodins, next door, will also have a shoe department, so that is number seven.

The big one, Grodins, is scheduled for opening in November. The interior framing is finished and they will begin installing store fixtures in September. Grodins will occupy the basement and first floor, with the executive offices in the Penthouse. The 2nd, 3rd, and 4th floors will be office space.

The new main office of California Savings at Market and Stockton is scheduled for formal opening ceremonies in November and the remodeling of Security Pacific National Bank at #1 Grant Avenue is expected to begin this Fall.

Crocker Plaza

The new and beautiful 38-story office building at Montgomery, Post and Market Streets was officially dedicated 7 August 1969, with Mayor Joseph Alioto present. You may be interested to see the type of brick work sidewalk there, because this is how the future Market Street sidewalks will be finished.

Police Problem

The following letter has been received from Deputy Chief Alfred J. Nelder. (Chief Cahill is away on Leave)

> "This will acknowledge receipt of your letter of August 8, 1969, advising of complaints made to your organization by various merchants and businessmen in the downtown area of Market Street that they are being plagued by undesireables blocking the entrances to their establishments.
>
> I am assigning this matter to the Commanding Officers of the Central and Southern police districts with instructions to take the proper police action to correct this problem."

Bernard Averbuch
Executive Director

denied, and mail a copy of your letter to our office. It was your interest and letters which made it possible to deny this application and it will be your interest and letters which will make it possible to deny the appeal.

John F. Crowley
San Francisco Labor Council
3068 - 16th Street
San Francisco, Ca. 94103

Peter G. Boudoures
Olympic Savings & Loan
926 Taraval Street
San Francisco, Ca. 94116

Fred G. Ainslie
1429 Polk Street
S. F., Ca. 94109

Roy J. Scola
1735 Beach Street
S. F., Ca. 94123

James W. Harvey
315 Montgomery Street
S. F., Ca. 94104

Trees on Market Street

Now that the subject has been re-opened on what kind of trees should be planted in Market Street the first public hearing at the Board of Supervisors will be Thursday 25 September 1969. The Committee that will hear testimony includes Supervisors William Blake, Chairman, and James Mailliard and Jack Morrison. There has been a lot of publicity on the trees and we can look for more.

There is a deadlock at the moment in the planning stage between the Task Force and the Mayor's Advisory Committee on the question of one row of trees, or two rows of trees, between Fifth and Seventh Streets.

New Stores on Market Street

Mrs. Marjorie Summers, Manager of the Phelan Building, reports that remodeling of their ground floor shops will result in a unique men's shoe shopping center. There will be six shoe stores there: Jarman's, Nettletons, Nunn-Bush,

Embarcadero Station

Construction here is 12% complete and the contractors are now putting in the tremie wall. The big cranes will stay there drilling holes, putting in steel piling and the usual excavating. They will take to the end of 1969 to fill in a 1150 foot concrete wall (100 foot deep) on each end of the station proper.

Civic Center Station

Work on this station is 65% complete and the contractor is continuing to install steel. Trucks will be hauling dirt away from 9th and Market Street for three more months, so that huge crawler cranes that fills the truck will be around for a while longer.

Application to Police Department - 713 Market Street

After a brief but spirited hearing on 12 August 1969, Deputy Chief Al Nelder rejected the application to transfer a license for pin ball machines, ray guns and panoramas to 713 Market Street. The application also stated books, magazines and newspapers would be sold there.

Chief Nelder, in rejecting the application, cited the argument of the Market Street Development Project that $200 million is being spent for the new Yerba Buena Project, that $34 million is being spent to upgrade Market Street and that 70% of the voters in the June, 1968, election approved the bond issue and expressed their desires to improve Market Street.

Attorney George T. Davis, Counsel for the applicant, announced he will appeal to the Board of Permit Appeals. Listed below are the members of that Board. We urge our members to write each one, asking that the appeal be

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May Report: By Bernard Averbuch

Market Street Signs

With the new Market Street sign ordinance, we are working closely with the City to improve the street. Publicity was given recently to the extra large campaign sign of State Senator George Deukmejian painted on the side of a building on Market Street. We sent letters of protest and the Senator called this office to advise he would remove the sign, which he did at his own cost. Noteably, also, this was done before the electi

Trees on Market Street

The City advises that some 920 trees have been purchased this month for ultimate planting on Market Street. They will be planted and treated by the company which won the bid (Valley Spring Nursery) for two years and then planted in Market Street. There will be specially designed grates for tree protection.

Powell Station Name Change

The proposal to change the name of the Powell Station of BART was made to a Committee of BART directors, and approved. There were protest made by various Market Street businessmen, following which the Committ reversed the decision and decided to let the original name remain.

Westinghouse will drive and control new 80-mph trains

OAKLAND WEST STATION - This will be the first stop in the East Bay after the underwater trip through the tube (located between 5th & 7th; and Chester and Cypress Streets). When this station goes into revenue operation in July, 1972, the travel time from downtown San Francisco will be 9 minutes.

RICHMOND STATION - 19 minutes to downtown Oakland and total of 28 minutes to Montgomery Street in San Francisco.

CONCORD STATION - 25 minutes to downtown Oakland and total of 34 minutes to Montgomery Street.

FREMONT STATION - 28 minutes to downtown Oakland and total of 37 minutes to Montgomery Street.

(Last three stations are end of line on the three East Bay routes.)

THE MINUTES NEEDED TO TRAVEL BETWEEN STATIONS OF THE BAY AREA RAPID TRANSIT

Market Street Report

The following information was presented to Mayor Joseph L. Alioto through the Mayor's Advisory Committee for Market Street.

The priorities in the request for Federal funds are No. 1 for $51 million Muni rolling stock; No. 2 for $46 million Muni capitol improvements and No. 3 for $25 million to complete the Embarcadero Station. This order was set because the City's request for both Muni projects have already been approved in principle by Federal authorities with a "letter of non-prejudice."

The second matter presented to the Mayor was a request to have the City speed up its schedule to complete the finish of the new Market Street sidewalk areas with decorative brick as these areas are restored by BART contractors. The sidewalk area at the Montgomery Street area will be restored by BART next month and that at the Powell Street station by this November.

The City's original schedule is to leave the concrete finish sidewalk in semi-complete fashion until 1972.

The third point was the schedule of putting street car transportation underground. The City advised that street cars would not go underground downtown Market Street until 1973, and that plans for the outbound street car system past Duboce Street would be delayed until the 1975-76 period.

We are sure there will be much attention focused on all these matters in the coming months.

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EXECUTIVE DIRECTOR

June 1970

Market Street Report: By Bernard Averbuch

The City has agreed to two major changes in the plans for Market Street.

First, the schedule for completing the finish of the new sidewalk areas with decorative brick as they are restored by BART contractors will begin immediately. It had been the intention of the City to leave these concrete finish sidewalk areas in a semi-complete condition until 1972.

The City now will ask for bids in two months to purchase the entire supply of decorative brick needed for Market Street, and stockpile the brick for use as needed. Funds will come from the $24.5 million 1968 bond issue, of which $10 million bonds have already been sold.

Second, the design for the Andrew Hallidie Plaza at Fifth and Market has been completely revised.

The much criticized steps in the multi-level plaza by the cablecar turntable have been eliminated. There will be tree planting and landscaping on the Eddy Street side and a tourist information office will be built on the lower level. Stairs and escalators will carry passengers to and from the station level.

The Plaza is scheduled for completion in mid-1972.

STREETCARS UNDER MARKET STREET

The one bad item that must be worked on is the schedule for streetcars to be transferred underneath Market Street.

The latest report from the City is that the Muni level of the Market Street tunnel will not be completed until March of 1973. (BART will start operation in San Francisco in mid-1972). Then, six more months will be needed to test the new streetcars underground and an additional year will be needed to repair Market Street because of the need to pull up the streetcar tracks on the surface once service starts underground.

KRISHNA MONKS

We held a meeting in the Project offices with the chief of the Krishna Monks (the Madhudvisa Das) and several of our interested members about the religious group's activity at Market and Powell Streets. The matter of crowds blocking the entrance to stores, and the excessive noise level, was brought to his attention. The Madhudvisa agreed to change his group's schedule and recent days have shown this improvement.

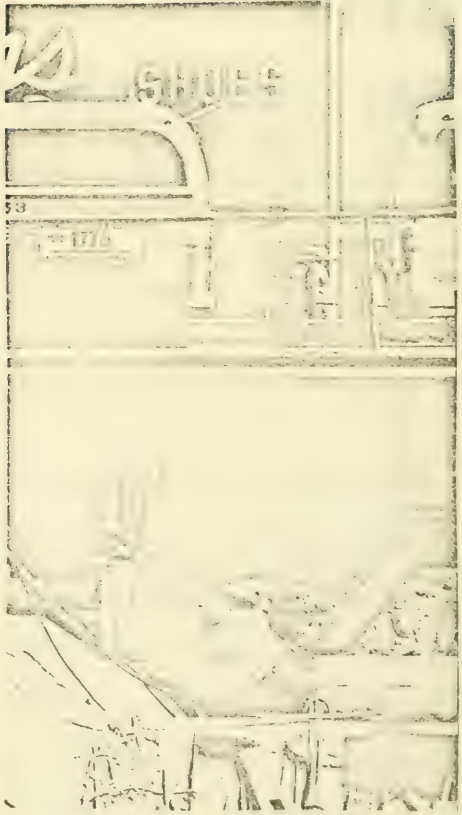
PRESS CONFERENCE FOR MARKET STREET

We have scheduled an outdoor Press Conference for 24 June 1970 for members of our Executive Board to report continued improvement on Market Street. This is part of our goal towards creating a new and positive image for Market Street and offset some of the other kind of publicity.

A WALK DOWN MARKET STREET

The most obvious evidence of the BART project is in downtown San Francisco, where long lengths of Market Street have been torn up for nearly three years. Here construction men have been digging and building the two-block-long subway stations and excavating tunnels 75 feet below the surface.

Here are some of the sights on Market Street now, caught by a roving cameraman.



Workman restoring utility line while buses roll by overhead.

hen moving concrete pipe into place
r pouring of subway invert.

Backfilling over completed subway structure.

Installing rail in center of street for Muni streetcars, so restoration work can proceed on outside lane

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September 1970

MARKET STREET REPORT: By Bernard Averbuch

KRISHNA MONKS - The arrests of the Krishna Monks at Powell and Market is still pending in court, and in cooperation with the District Attorney's Office and the Police Department we arranged a meeting with the new Chief Monk, Chitsukhananda Das (Peter Levine of New York City).

The Krishna Monks have agreed to the following: They will no longer sell literature and incense on the street, though they will accept contributions. They will not chant on the street after 5 p.m. They will no longer chant at performances of "Hair," or other theatrical performances. They also agreed to end their "aggressive pitch" and they themselves stated they will no longer be pushy.

They agreed to limit the time of their appearances at one specific location, because noise factor becomes a problem after a certain time.

The Monks stated this would also be a new policy for all their groups around the country. Locally, they also reported negotiations underway to move their temple to a new location in the 400 block of Valencia Street. We will continue our dealings on the premise that freedom of religion is a guarantee, but should not be used to impose on the freedom of others.

JACKHAMMERS ON MARKET STREET - In New York, a method is being used of strap-on mufflers to lessen the noise of generators and jackhammers. We brought this to the attention of PG&E and the Department of Public Works. Both are looking into the matter and advise they will experiment with the mufflers, and hopefully one small step forward in noise abatement will result.

DOUBLE DECKER BUS ON MARKET STREET - We have suggested to the City the idea of a double decker bus for Market Street, as a tourist attraction similar to the bus at Fisherman's Wharf. They are interested and looking into costs, feasibility and the matters of funding. We will probably have to help on the funding.

MUSEUM DISPLAY FOR BART STATION - The executive secretary of the De Young Museum has made an interesting suggestion to have a museum display in one of the BART stations, now exhibited in the Louvre Station in Paris. We have presented this idea to BART who have expressed interest in the idea and discussions are underway.

F. W. WOOLWORTH REMODELING - The remodeling of Woolworth's at Market and Powell now going on is part of a $1,300,000 remodeling program spread out over two years, reports Manager Richard W. Nugent. The remodeling program calls for changing the outside of the building as well.

PINBALL MACHINES - The application by the Simon Stein Estate for a permit to operate pinball and panorama machines at 55 Taylor Street, near Market, has been denied. The applicant announced he would appeal to the Board of Permit Appeals, and we will oppose the appeal as well. In the midst of this, a second application was filed to open a restaurant with pinball machines at the same location. We will oppose the pinball part of the new application, because we must be as persistent as is the applicant in this case.

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November 1970

NEW MARKET STREET CONSTRUCTION By: Bernard Averbuch

Sometime after the first of the year, construction work will begin on the $2 million BARTD mezzanine extension project from the Powell Station to the front entrance of the Yerba Buena Project near Grant Avenue.

This will be the longest subway extension, running over 500 feet. It is a City project, financed by a Federal grant.

This project will mean nearly two years of construction at the important intersection of Market, Stockton and Fourth, with the familiar pattern of sidewalk barricades, reduced traffic lanes and streetcar tracks moved. There will also be some adjustment of crosswalks as well as the Muni Stockton bus route that crosses Market Street.

The Transit Task Force is now trying to reduce this work to 18 months, with preliminary moving of an agonizingly complicated maze of telephone cables and other utilities at this intersection.

* * *

Another construction project due to begin after the first of the year is in the center of the street at Fifth and Market. The BARTD contractor will spend nearly three months in the area between the streetcar tracks to build the subway ventilator shaft. Market Street traffic will not be affected, but auto traffic crossing on Fifth Street will be diverted in a manner now being worked out.

GRANSON'S REMODELING

Philip Wise of New York, president of the chain owning Granson's, 875 Market Street, (womens' clothing) reported plans for $140,000 remodeling and expansion at the start of the New Year. Granson's will add the vacant IMP store and create a 16,000 square foot basement showplace and unique front design with two entrances. Wise revealed these plans at lunch with Financier Louis R. Lurie at Jack's Restaurant.

"SILENT" JACK HAMMERS ORDERED

Myron Tatarian, director of Public Works, reported the City has ordered six new jack hammers for use on City streets whose noise will be quieted with strap-on mufflers. This is one step forward in noise control which came at a suggestion of the MSDP and followed through by Tatarian.

MARKET AND VAN NESS PROPERTY

BARTD has taken over four pieces of property at the gore corner of Market, Van Ness and Oak and taken down the dilapidated buildings as construction work begins there. BARTD owns outright the corner property at 1500 Market Street.

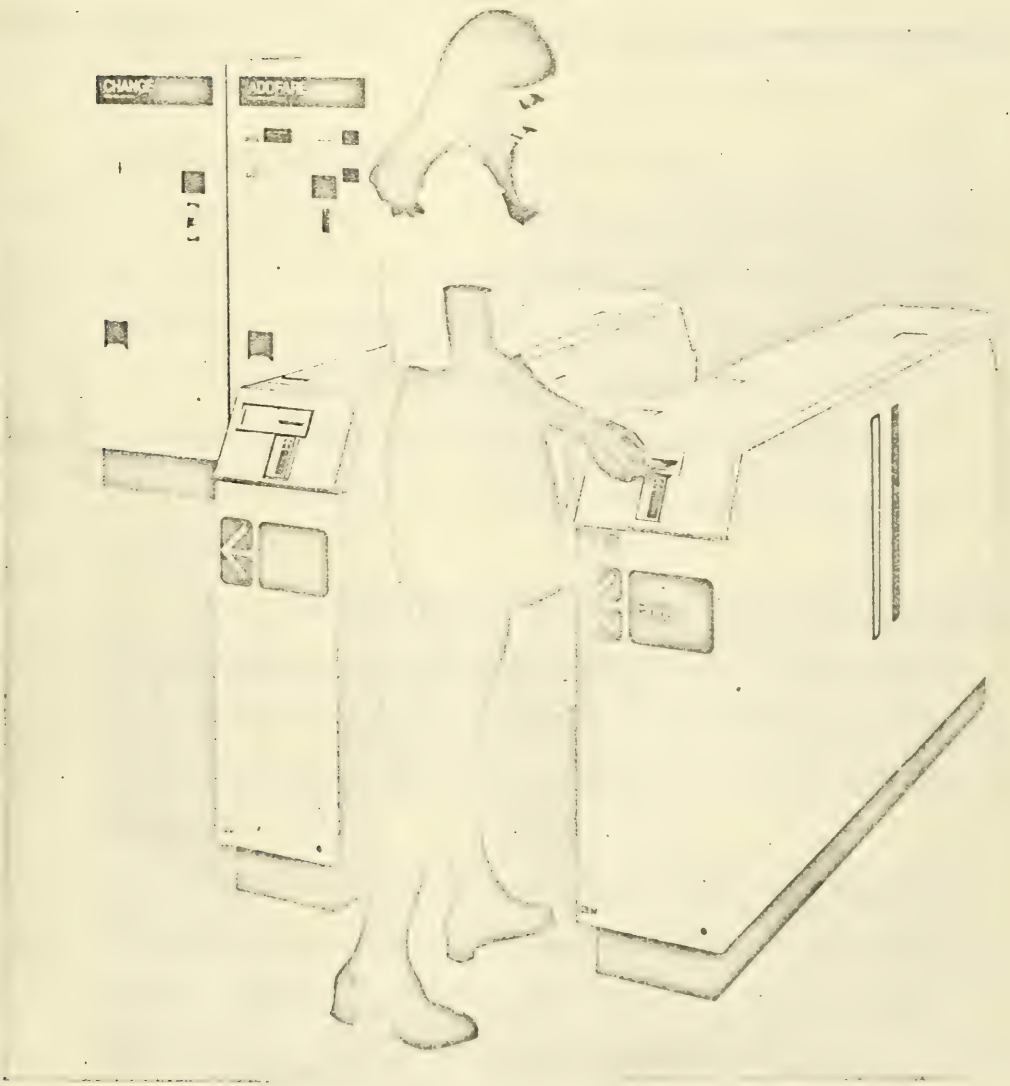
The MSDP has asked BARTD to give the City first choice at this property when they finish (they have agreed) and plan for a mini-park, or other beautification. Supervisor Ronald Pelosi has introduced this proposal to the Board of Supervisors and is carrying the ball on the legislative end.

BARTD REPORT.

The BARTD contractor constructing subway structures in the lower Market Street area has completed excavation to the full depth of the Embarcadero Station area and is now placing concrete for the grade slab and interior station walls.

Tunneling work at the Muni level between Powell Street and the Civic Center Stations is nearing completion, and the heading of the first Muni tunnel between these stations is approaching the east wall of Civic Center Station. Concrete has been placed for the

BAY AREA RAPID TRANSIT DESIGN



Appearance mock-up models of the fare gates, add-fare and money changer machines that will be used in the BART fare collection system. These models are being manufactured and evaluated at IBM Corporation's plant in San Jose, California - Contract 124791 - Fare Collection System

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ECUTIVE DIRECTOR
RNARD AVERBUCH

December 1970 By: Bernard Averbuch

THE BRITISH ARE COMING . . . to Market Street

The matter has often been discussed of how Market Street will be promoted to make it world renowned when all the improvements are made. Recently, a representative of Tokyo retail stores visited our office (with an interpreter) to obtain information; a television crew of the British Broadcasting Corporation filmed a documentary of Market Street and BARTD; and a writer for Readers Digest came to prepare an article on our Main Street.

Now comes British Week in downtown San Francisco, with emphasis on Market Street, which will be held from 1 October 1971 to 9 October 1971. It will be the biggest commercial and cultural event ever to be staged in the United States, and include pageantry, music, color and gaiety.

To show the intensive planning, a team of British Government officials have been here since March working on details, with office space at 120 Montgomery Street, phone 989-0180. They are working in close cooperation with the British Consul General.

The prime purpose of British Week is for downtown stores and shops to sell British consumer goods over the counter to the thousands of extra customers who will be drawn here by a skillfully and well prepared "Buy British" promotion.

ITEMS OF INTEREST

The Bank of America has purchased the building on Powell next to its Day and Night branch office, which now houses the Powell Hotel and Moars . . . New members of MSDP are Grodins and Fox Hardware.

The decorative brick work for new sidewalks will begin in February at the Montgomery and Powell Station areas . . . Construction work is expected to begin next June on the Andrew Hallidie Plaza.

MSDP Certification of Achievement for beautification have been presented to California Savings and Loan (Stockton and Market) and Barclays Bank (Third and Market)

We have been given the lobby space of the Crown Zellerbach Building for a Market Street display beginning 14 February 1971.

* * * *

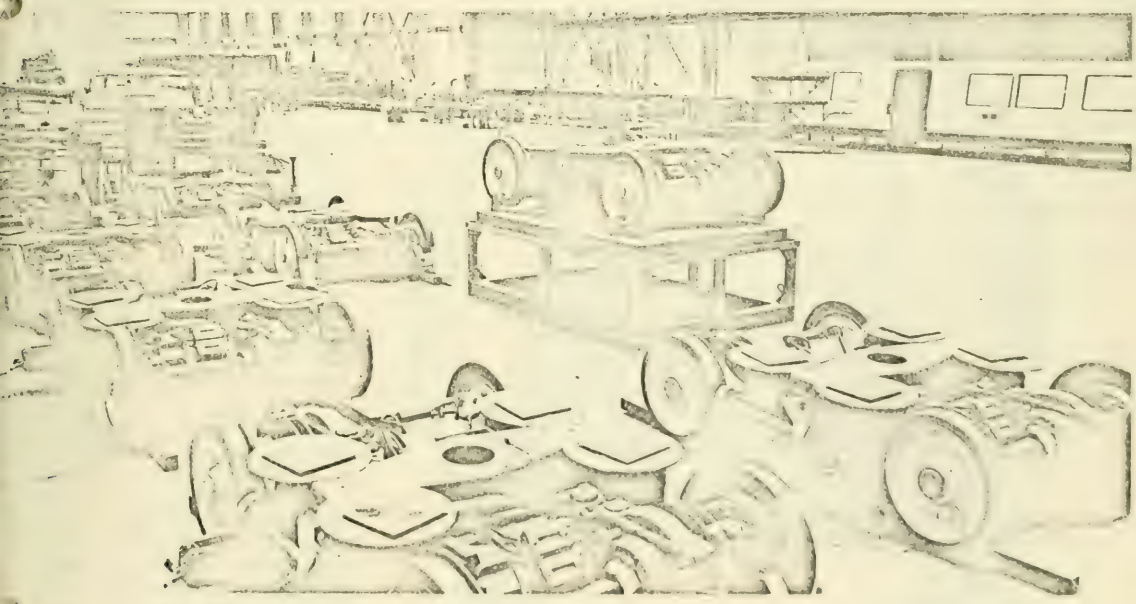


Photo taken in Rohr Corporation's assembly plant showing the truck systems received for prototype vehicles Nos. 3 through 7. Fabrication of vehicles No. 2, No. 3 and No. 4 is visible in background.
Contract 2Z4602 - Procurement of Transit Vehicles

Some of the events already planned for next October are: British pub and model home on Union Square; five day fashion show at the Sheraton Palace Hotel; Highland Games display in Golden Gate Park; City of London treasures in City Hall; performance by London Philharmonic Orchestra, Military bands, British "bobbies" and London buses.

British Week will be opened by Her Royal Highness, the Princess Alexandra, who with her husband, the Hon. Angus Ogilvy, will spend five days in San Francisco.

By decorating the streets, people will be attracted to Market Street. By shops displaying, free of charge, eye-catching display material for windows and store fronts, the consumer will be attracted into the shops.

* * * *

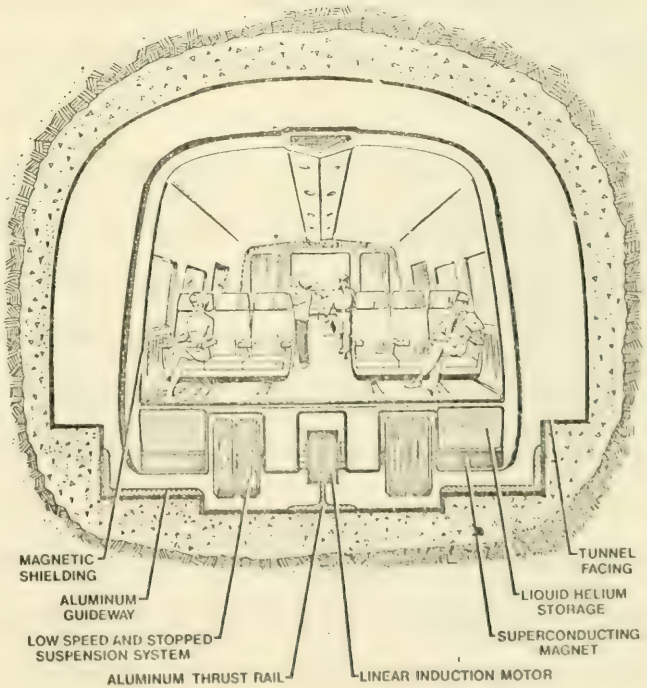
A dramatic new rapid transit vehicle which can race along an invisible magnetic "track" at over 300 miles-an-hour is under study at Stanford Research Institute, Menlo Park, California.

The new transit mode would use the tremendous power of superconducting magnets to lift the weight of the vehicle off its track and propel it to extremely high speeds.

Key to the system is magnetic levitation, a phrase which refers to the use of magnetic repulsion to lift the vehicle free of any physical support, allowing it to achieve very high speeds easily and economically.

Pushed by linear induction motors, which also use magnetic forces, the vehicle could travel at high speed in virtual silence.

Operating between downtown urban centers such a vehicle could whisk passengers between New York and Washington in about an hour. The trip between downtown San Francisco and downtown Los Angeles could be made in about 1½ hours.



STANFORD RESEARCH INSTITUTE MAGLEV VEHICLE

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EXECUTIVE DIRECTOR
BERNARD AVERBUCH

January 1971

FROM: Bernard Averbuch, Executive Director

RE: Police Problem on Market Street

We are continuously working on the police problem in close co-ordination with the police chief, district captains and the chief of inspectors.

In cooperation with Chief of Inspectors Charles Barca, a special squad of six plainclothes officers was assigned during the recent holiday period to the Powell-Market area and the central Market Street area. They concentrated on pick-pockets, purse thieves and over aggressive street peddlers.

These men did an outstanding job and made a total of 57 arrests, which was the key factor in the sharp drop in the number of petty crimes and complaints by shoppers this year. These officers, under Lieutenant Raymond Canepa, deserve praise and their names are Manuel Barretta, Leonard Detters, Robert Gillin; Fred Groven, George Koniaris and Cecil Pharris. They were assisted by regular Inspectors Ed Preston and Frank Gibeau.

We will continue working on the police problem in 1971 and have already discussed this with Lieutenant Canepa and Chief Barca. This effort illustrates what can be done with proper use of increased police manpower.

Overaggressive Street Peddlers, etc.

We also worked with Captain Joseph Flynn of Central Station and his chief aide, Officer Ed Castiglioni, on overaggressive teenagers selling specialized newspapers; street peddlers selling such items as cards, candles and art objects, and itinerant beggars. Earlier this year, in cooperation with Central Station, we successfully opposed another pinball machine application, and also defeated the appeal.

We contacted the person in charge of the teenagers selling "Muhammed Speaks" papers to help abate that problem and again discussed the noise problem with the head of the Krishna Monks, Chitsukhananda Das.

A 32-year-old television employee made an official application for a street peddler permit to set up a card table at Powell and Market. We opposed the permit at a police hearing and the application was rejected. Another actually set up a box to sell candles, and he moved at our request.

We also worked with Captain John O'Rourke of Southern Station with the problem of street characters on Market Street who annoy passers-by.

All these are persistent and nagging problems, but we will continue meeting this problem and maintaining our vigilance.

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Feb. 1971

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NEW CONSTRUCTION AT FIFTH AND MARKET

With removal of the 5-story gantry crane, the next phase of street level BARTD activity at Fifth and Market Streets will begin in the third week of February with construction of an air ventilation shaft for the west end of the Powell Street Station. This new work is expected to last five months.

The vent construction work will take place in the middle of the intersection, and streetcar and bus traffic on Market Street will continue without interruption.

North bound auto traffic on Fifth Street, however, will be required to turn right on Market Street, continue to the foot of Powell Street and make a U-turn left into Eddy Street. The traffic signals will be changed to meet this situation and a traffic officer will be assigned there regularly.

The removal of the huge gantry crane marks the completion of the BARTD tunnel between the Powell and Civic Center stations.

This new phase of construction calls for building of the ventilation structure, restoring the streetcar tracks to the center of the street, restoration of City utilities and resurfacing of the street. At the completion of this phase of work, construction will then begin by the City on the Andrew Hallidie Plaza.

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PAPER SIGNS NOW PROHIBITED APRIL 1971

Effective on May 18, 1971, all temporary paper signs on the inside or outside of store windows on Market Street, from the Ferry Building to the overpass at Gough Street, will be prohibited under the new Market Street Sign Ordinance. The section that applies is as follows:

> "Section 609.10 (f). Temporary Signs. No sign composed of paper, or other temporary material, shall be placed on the outside of any building or structure, or affixed to the glass on the outside or inside of any building, unless such sign is placed in a frame or on a structure specifically designed for this purpose."

Property owners should be advised that in the case of violations the City practise is to issue a citation to the owner of the property, as well as the tenant. The City is being very strict in the enforcement of the Market Street Sign Ordinance, and notices on other violations have stressed the penalties for those who do not conform.

The penalties, under section 309 (c) of the City Planning Code, provide for Court action and fines up to $500.00. This section also provides that each day the violation continues is considered a separate offense.

Canopies that project from the building are also prohibited after May 18, 1971, and owners and tenants in these cases on Market Street have already been notified by the City.

BARTD PROGRESS REPORT

Montgomery, Powell and Civic Center Stations -- Sprinkler systems are being installed, as well as electrical and mechanical items, acoustical ceilings and lathing and plaster for walls. Glen Park, Balboa Park and 16th & 24th and Mission Stations -- Installation of plumbing, electrical and sprinkler systems, duct work and acoustical ceilings work continues. Van Ness and Market -- This heavy construction work now going on is for relocation of underground utilities and an excavation and installation of timber street decking for Muni facilities beneath Market Street.

BARTD FUNDS LAW SUIT

Several individuals filed a taxpayers suit seeking to block the transfer of $22.5 million of BARTD funds to complete the Embarcadero Station. Deputy City Attorney Edmund A. Bacigalupi will handle the case with counsel for BARTD. The Market Street Development Project filed an Amicus Curiae brief in the case urging the Court to dismiss the suit. The Court hearing has been now scheduled for 22 April 1971.

STAG FILM THEATRES

The new Theatre Registration Ordinance, which is ammunition to aim at stag film theatres, is now in effect and requires all theatres to obtain a police permit. The fate of the first stag film applicants for their licenses will no doubt set a precedent and also will no doubt be tested in Court. There are three such theatres on Market Street, but we are working with police on the entire downtown problem.

BRITISH WEEK

We are continuing to work closely with officials of British Week, a major business promotion to begin here 1 October 1971. We are also hoping to work out details of having promotional material exhibited somewhere on Market Street to advertise the event.

Barry Harding, special events manager for British Week, reports the following special events of interest to Market Street have already been scheduled.

1. Construction of a full-scale English Tudor pub in Union Square, to serve English beer, spirits, snacks, etc.

2. Open-air concerts by the regimental band of the Royal Artillery and the corps of Pipes and Drums of the Royal Scots. One location will be the Standard Oil Building plaza at 555 Market Street.

3. London buses will operate in the downtown area, especially Market Street, and offer free rides to the public to give transportation to the various British Week activities.

4. There will be a spectacular five-day fashion show in the Sheraton Palace Hotel on Market Street. Models from Britain will show British clothes, which can be bought in stores here.

5. There will be a display of treasures on exhibit in City Hall from the City of London.

Other major events include a visit by a British warship; entertainment by the English Opera Company, the London Philharmonic Orchestra and a Welsh Choir; a fireworks display on the Marina Green; a competitive golf match; a cricket match at Funston Playground, and a multitude of other events.

Her Royal Highness Princess Alexandra will preside over the ceremonies here. The Lord Mayor of London will also be in attendance.

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EXECUTIVE DIRECTOR
BERNARD AVERBUCH

JUNE 1971

BRICKS FOR MARKET STREET SIDEWALKS

The City will advertise in September for bids by contractors to place the new decorative brick on some 32 blocks of Market Street sidewalks. The work will begin in January of 1972.

The contract to manufacture some 4,200,000 bricks for Market Street, at a cost of $608,000, was won by the Higgins Brick and Tile Company of Torrance, California.

Higgins, who have been manufacturing quality brick since 1927, reports this is one of the largest brick contracts ever awarded.

The brick will be of natural red color with a smooth extruded surface. They will be set in a herringbone pattern, with the two outside courses set soldier style in order that the pattern will not be disturbed by the various buiiding lines.

The brick will be shipped here in coordination with the installing contractors schedule.

Meanwhile, the last of three registered mail notices have been sent to property owners with subsidewalk basements who are required to do certain work prior to the placing of the bricks and planting of trees.

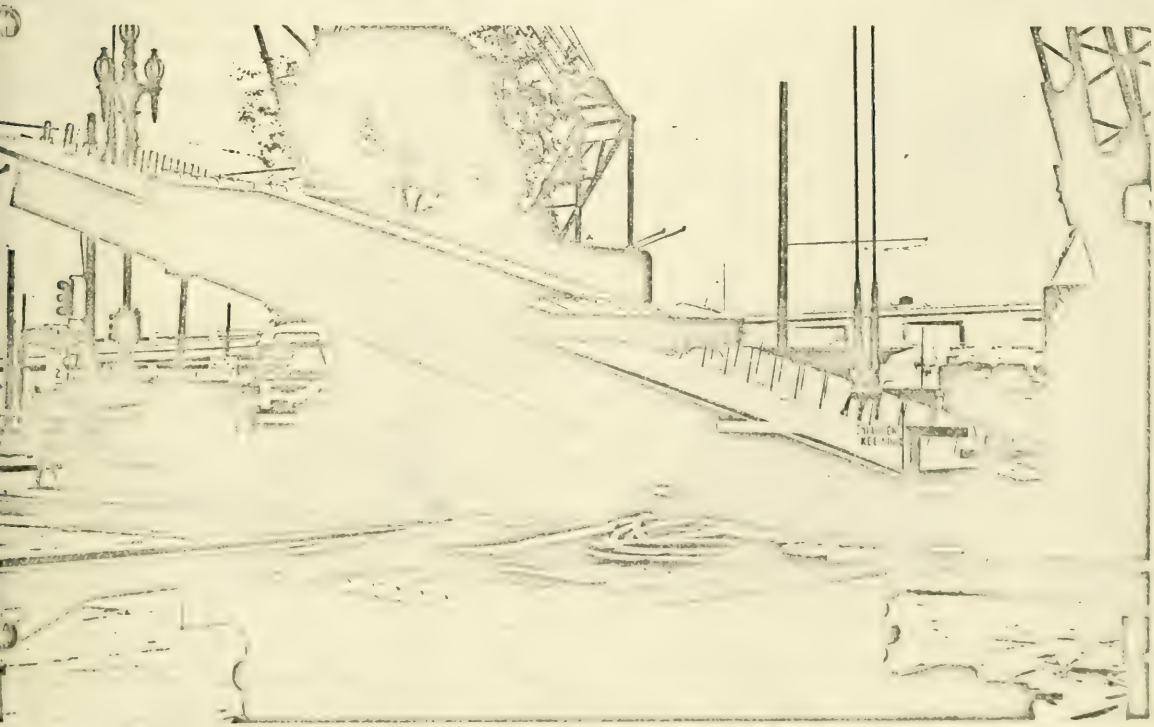
more . . .

Public Works Director Myron Tatarian advises the City will proceed on schedule and in the cases where no subsidewalk work is done the City will proceed to do the work itself. The City will then, he said, by Court action place a lien on the property to recover the cost of the work, plus various fees involved. The City is now proceeding on this course of action.

YERBA BUENA

John Dykstra of the Redevelopment Agency reports that demolition work will soon begin on 350 feet of property on Market Street, which will be the front entrance of the Yerba Buena Project. This is on the south side of Market, from Grant Avenue to 781 Market Street. Two pinball arcades and one stag film theatre will close when these buildings are torn down.

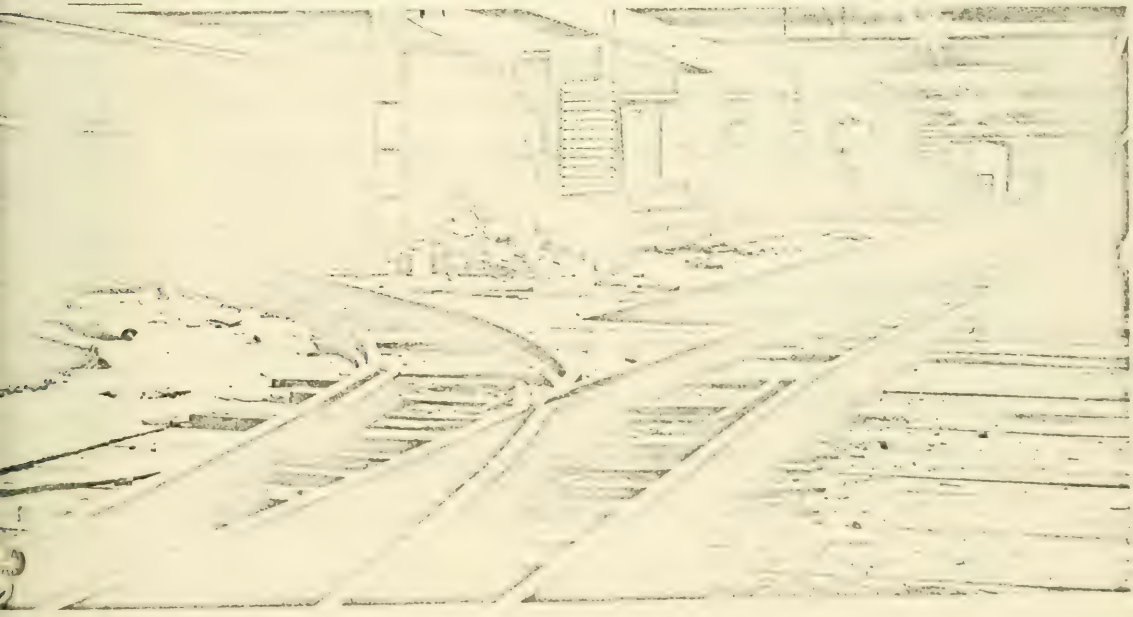
* * * * * * *



Precast concrete beam being lowered into place above BARTD level in Embarcadero Station. Contract 1S0051A - Subway Structures - Lower Market Street

BART ADVANCES TOWARD FINISH

Looking easterly at the two tunnel portals on BARTD level at the east end of Embarcadero Station. Contract 1S0051A - Subway Structures - Lower Market Street



Temporary narrow gauge track at BARTD level in Civic Center Station being used by the track contractor to pour "second pour" concrete along the track-bed prior to installation of continuous welded rail. Contract 134483 -

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JULY 1971

RE: Report to Membership

FROM: Cynthia Wallis

The Board of Directors of BARTD have approved the request of the MSDP to hold an Open House for the public to tour the Powell Street Station.

The Open House will be held on a Sunday and the scheduling of a date is now being worked out with BARTD and the contractors.

Similar to the last Open House at the Montgomery Street Station there will also be various displays sponsored by the Muni Railway, the Yerba Buena Project and the Transit Task Force.

***

The latest report of the City in regard to the 126 property owners on Market Street who have subsidewalk space shows that a total of 11 have ignored notices and requests to begin work to prepare for the decorative sidewalk brick and the planting of trees. This is down from a total of 43 as of last May.

more . . .

The report further shows 1 have completed their work; 27 have started effort by applying for building permits and 87 have requested an extension of time.

The City is holding firm on its schedule of starting in January 1972 to install the brick and then plant the trees.

***

The next meeting of the MSDP Executive Board will be in August, after the return of Executive Director Bernard Averbuch from vacation. Mr. Averbuch has left on a trip to Israel to visit his daughter who is working on a Kibbutz there.

As part of his trip he will visit and tour the subway systems in Paris and London. He also plans to stop in Washington, D. C., to visit offices of the WAMATA project. This is the Washington Metropolitan Area Transit Authority which is starting a $2 billion subway system that will run in the Capitol and into Maryland, Virginia and the suburban area. He also plans to confer with officials of the Fifth Avenue Association in New York.

***

At the suggestion of President Eugene Friend there will be discussion at the August Board meeting for a study of the goals of the MSDP for the next five years. Such a study was done in 1966 and Friend has suggested the need for a new set of guidelines and goals to achieve.

***

The July issue of Reader's Digest has an article praising BART and the beautification program to improve Market Street. The author, Mark Walker, obtained a good deal of information from this office and this is part of our program of seeking national publicity for the new Market Street.

more . . .

BART ENGINEERING REPORT

Work continues on construction of the 18 passenger stations in the East Bay. In San Francisco, contractors are working on the architectural completion of 8 BART stations along the completed transit line. This includes installation of tile work, wall and ceiling finishes, and mechanical, electrical and ventilation systems.

Along upper Market Street, from the Civic Center Station to Duboce Avenue, work continues on installation of timber street decking and relocation of underground utilities.

The street work at Stockton and Market and Sansome and Market is part of the vast City and BART mezzanine extension program. The work at Stockton and Market is a $5 million project that will last two years and is an extension to the Powell Street Station mezzanine. The work at Sansome and Market is a $800,000 contract that will last one year and is an extension to the Montgomery Street Station mezzanine.

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NARD AVERBUCH

September 1971

BRITISH WEEK TO OPEN

The first extensive British Week ever held in the United States will be opened in downtown San Francisco, and Market Street, on Friday, October 1, by Her Royal Highness Princess Alexandra, first cousin of Queen Elizabeth II.

More than 50 events have been organized by the British Department of Trade and Industry (roughly equivalent to the Department of Commerce) and some 400 shops and stores will take part in this major retail promotion.

In Union Square, there will be a Tudor Inn open from 11 a.m. daily, serving British beer and spirits.

In downtown Market Street, there will be red double-decker buses, military bands, a town-crier and London Policemen and women to help create a British atmosphere. The Sheraton-Palace Hotel will have a spectacular daily fashion show presenting the best of English design.

Other exhibits will be located at City Hall, the Civic Center Plaza and Masonic Auditorium.

For further information the British Week Office is at 120 Montgomery Street, phone 989-0180.

Gerald J. McLindon, Dean of the School of Environmental Design of Louisiana State University, at Baton Rouge, Louisiana, and the first Executive Director of MSDP, wrote the following comments in a recent letter:

"It was most pleasing to receive a copy of the recent BART engineering report, talking about the imaginative design and construction methods being used on the Embarcadero Station. This new system was the use of prestressed concrete beam panels for the station floors.

"What I find delightful is the fact that this was one of the things I was battling for during the station design and utility hassels in 1963 and 1964!

"The use of these prestressed units could have greatly reduced the amount of time during which the streets were open for excavation purposes.

"As I presented the case, instead of placing the temporary deck, a prestressed highway surface could have been laid so that the street could be opened and closed within a matter of months instead of years. It is nevertheless good to see that the idea finally won favor and we can look forward to its incorporation into future subway systems in other parts of the country.

"Incidentally, when it comes time to dedicate the Embarcadero Station, I certainly hope to have an invitation. There was a time when I was the only one who saw any validity in the Station . . . others felt I was just a dreamer. Now that it is becoming a reality, it has a very special meaning to me."

***

POLICING MARKET STREET - The Paris Theatre, one of the first to feature stag films on Market Street, has closed. The long time pornography bookstore on the corner of 7th & Market has closed. Still another pinball and panorama machine operation, at Grant and Market, has closed.

Rapid Transit

An information digest from the Bay Area Rapid Transit District

Installation Nearing on BART Fare System

The world's first fully automatic fare collection system will be introduced at BART's South Hayward Station, with the District's pilot installation to be completed there this fall.

By late November, a total of 194 fare machines will be installed in 12 BART stations from MacArthur Station in north Oakland to the Fremont Station—well ahead of revenue operation first scheduled for this 28-mile segment.

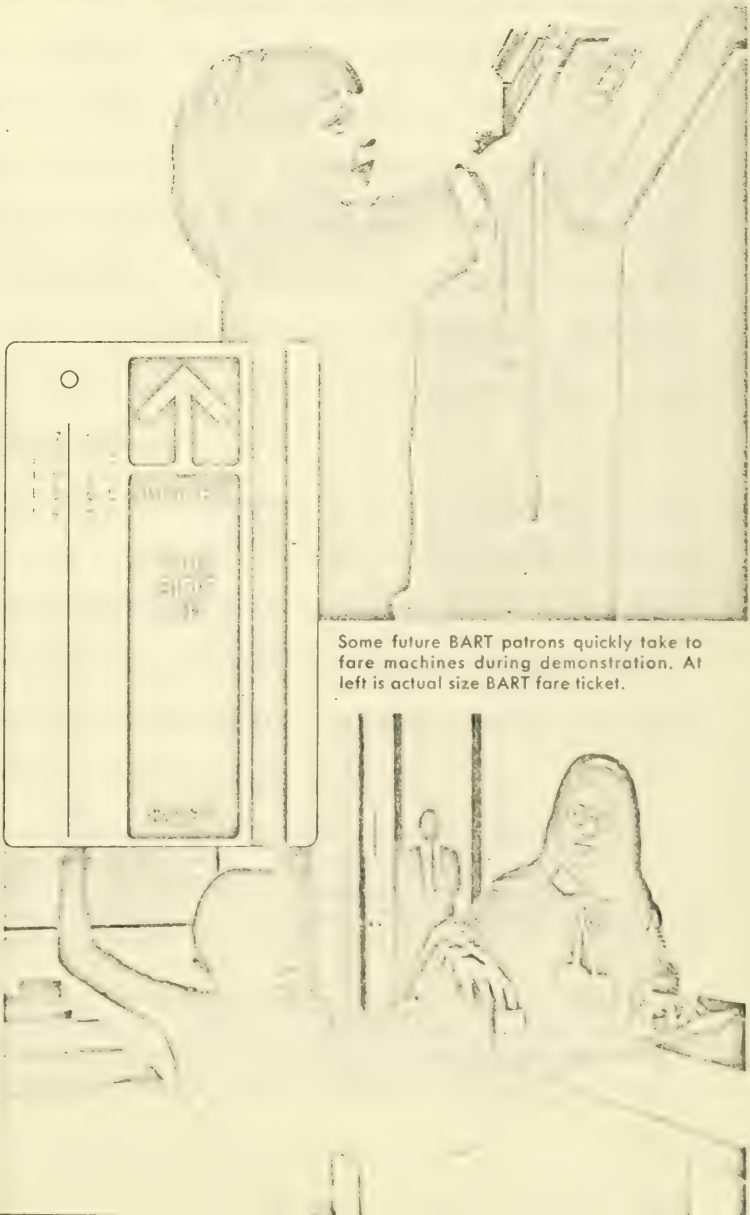
After checkout of the Oakland-Fremont equipment, outfitting will commence in stations along the Richmond and Concord lines. When BART goes into full East Bay/West Bay operation, some 550 machines will have been installed in 33 of the 34 BART stations. The 34th facility—the Embarcadero Station—will still be under construction when the West Bay line opens.

BART's automatic system (AFCS) is the simplest method—for the user—ever devised to collect fares on a graduated, per-mile basis, according to the District joint venture engineers (Parsons, Brinckerhoff-Tudor-Bechtel) who developed the concept.

The system eliminates troublesome tokens, coupon books, complicated ticketing, and ticket booth lines. Most importantly, it eliminates time-wasting, boring, repetitive transactions between employees and patrons—the prime source of delays, inefficiency, frayed tempers, and high labor turnover in conventional fare collection operations.

The AFCS makes change, issues tickets and checks their validity, calculates trip fares, and collects fares in cash, or on a pre-paid "cash account" basis. That is, it "stores" up to $20 of pre-paid fare on a ticket, then automatically debits (subtracts) individual trip fares against the ticket's stored fare until it is used up.

Some transit lines use one uniform flat fare. Others vary fare by restricting the ticketholder to pre-paid rides by number or calendar period, or travel between two specific stations, or all three. By storing fare instead of rides, the BART ticket gives the patron all the flexibility of cash, but without the bother of paying daily fares in cash. The concept resembles computer debiting of checking accounts, predicted for a future "cashless society" by data



Some future BART patrons quickly take to fare machines during demonstration. At left is actual size BART fare ticket.

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CUTIVE DIRECTOR
NARD AVERBUCH

November 1971

MARKET STREET SIDEWALKS

The City advises that the contract for work to begin on the first phase of Market Street sidewalks, from 5th to 7ih Streets, will be awarded the end of November and the work will begin 3 January 1972.

This sidewalk work will consist of removing the top layer of sidewalk and the installation of the decorative brick; the installation of automatic water pipes and electrical work to light the trees; grill work for the trees, and in some places to complete the widening of sidewalks. The bricks are already in production at the Torrance, and Chino, California, plants of the Higgins Brick Company.

Bids will be called for in December for the sidewalk work from 5th to Fremont Streets; and in April, 1972, for the work from 8th to 11th Streets.

The City further advises in those cases where required sub-sidewalk work is not done, that the same sidewalk contractor is empowered to complete this basement work on behalf of the City. The City's fourth and final legal notice on this subject reads as follows:

> "The cost incurred by this work, including engineering and incidental expenses, shall be chargeable to the property owner, and recovery sought therefore in an action at law brought in the name of the City and County of San Francisco.
>
> "In removing encroachments, the City will not relocate electrical panels, motors, valves on other such property that may be there located, and your failure to relocate such property may render your building unusable."

NEW RESTAURANTS ON MARKET STREET

The Orange Julius Chain (through local investor Fred Heuke) has opened a restaurant at Second and Market; and is planning a second one at 129 Powell Street.

The Yummer Restaurant Chain (Rod Rucker, president) has opened at 964 Market Street, their fourth restaurant in the City.

Ray Kroc, president of the McDonald Chain, reports an expensive McDonalds Towne House restaurant is now being constructed at 1041 Market Street, the former site of Weinstein Stores.

POLICING S. F. BART STATIONS

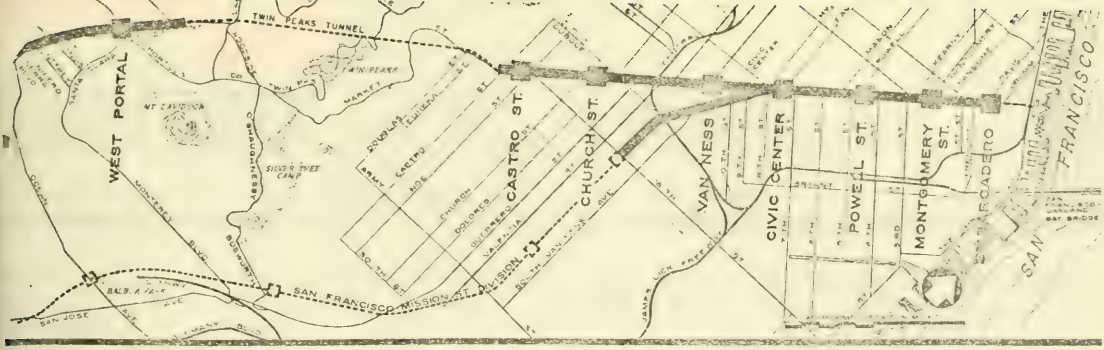
Police rules and regulations for BART stations in Market Street, and San Francisco, are now being formulated. We are in contact with B. R. Stokes, general manager of BARTD, and Police Chief Donald M. Scott, on this subject. The problems of street artists, street musicians, the Krishna Monks, various religious advocates, petition seekers, and others who may wish to use BART or Muni levels is under discussion.

ANDREW S. HALLIDIE PLAZA

Work will begin in January on this $1.7 million tarraced palza at the junction of Market, Powell and Fifth Streets, which will also connect the street with the concourse level to the BART Powell Street Station.

Part of this project includes improvement of the cable car turntable street area, with a series of white granite rings set in the brick pavement, and a semi-circle of poles which will carry banners and pennants.

This plaza is scheduled to be finished in time for the opening of the San Francisco section of BART in October 1972.



SAN FRANCISCO-MARKET STREET DIVISION

Contract 1S0024 - Van Ness Station and Tunnels - Lowering shield for T2 tunnel

market street development project

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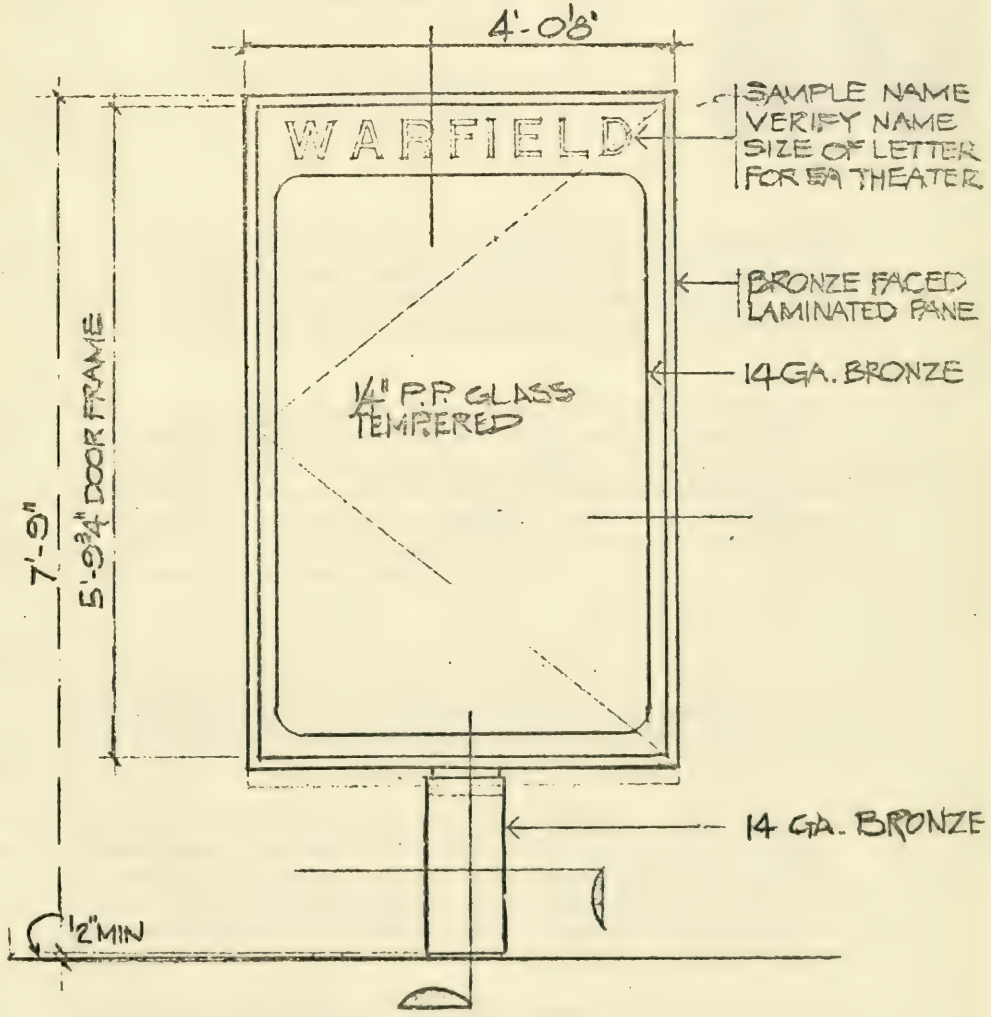
THIS IS A DRAWING OF THE NEW ILLUMINATED SIDEWALK DISPLAY SIGN FOR ALL THEATRES ON MARKET STREET.



FRONT ELEVATION

BACK ELEVATION SIMILAR

AUGUST 1973 NEWSLETTER

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EXECUTIVE DIRECTOR
BERNARD AVERBUCH

MARKET

STREET

FLOWER

STANDS

"My family has been in the flower business for more than 50 years and I'll take the old type flower stand any day."

Quote from florist spokesman Harvey Nalbandian

FLOWER STALL

The matter of the new flower stalls for Market Street flower vendors, an old and colorful San Francisco tradition, will soon come before the Board of Supervisors. The design of the new flower stalls is shown here and has raised some objections by the prospective tenants.

Three of the vendors Harvey Nalbandian, at Powell and Eddy; Harry Hoogasian, in front of the Emporium; and Siege Abrahan, at 5th and Market, have also raised some objections about the new locations of the proposed new flower stands. The Nalbandian stand in front of the Bank of America was originally financed more than 50 years ago by A. P. Giannini, founder of the bank, and has been operated by the same family ever since.

****

MARKET STREET TREES The $450,000 contract to complete construction of tree pits for the sycamore trees of Market Street, and plant and maintain some 500 of the trees, covers the area from Steuart Street to Seventh Street.

The electrical contractor firm of L. K. Comstock & Co., 2675 Folsom Street, was awarded the main contract. Their electrical and mechanical task will include hookup work, lighting, irrigation and two year maintenance of the trees. They will be joined by the landscape firm of Munkdale Bros. of Burlingame in the actual planting.

MARKET STREET THEATRES The Orpheum theatre is scheduled to open next month with "The President's Gang," a political drama of the Teapot Dome Scandal in the 1920s. Robert Culp and Lloyd Bridges are reported to be the leads. The Golden Gate Theatre is to open this month with first run motion pictures and operated by the Blumenfeld Theatre chain.

MARKET STREET CONSTRUCTION DATES

September 1973	Contracts to be let for United Nations Plaza and sidewalk beautification contract #4 (8th Street to Gough Street)
December 1973	Completion of BART Entrance #3 at United Nations Plaza and Muni Rectifier Station there. This rectifier station will provide power for Muni buses and street cars similar Muni power stations will be built at Church Street and West Portal Stations.
December 1973	Completion of sidewalk work between 5th and 7th Sts.
January 1974	Contract to be let for Robert Frost Plaza at California, Drumm and Market.
February 1975	Completion of Embarcadero Station of BART. This is a $14,093,000 contract being handled by Homer J. Olson, Inc., of Union City.

****

POLICING MARKET STREET Supervising Captain Jeremiah Taylor reported an increase in the uniform patrolling of Market Street, which has brought a number of favorable reports and police reports of reduced crime. Captain Taylor also said police patrols are now riding Muni buses and streetcars.

Captain John F. Shine of Southern Station reported in a two-month period on Market Street to Mission that police made a total of 379 arrests. Captain Edward Cummins, director of traffic, said he will intensify his patrolling of Market Street with special notice of parking on the sidewalk.

The problem of male prostitutes in the area of Market, Mason and Turk Streets was discussed at a meeting with Captain Taylor, Captain James McGowan and Sergeant John Ryan. Representatives of various groups working with homosexuals were also present and a plan of action was formulated.

BART IMPACT STUDY The Metropolitan Transportation Commission is moving ahead on its four-year study of the changes brought about by the new rapid transit system. This will include a retail study of Market Street. Collection of pre-BART data began in 1972 by MTC staff, the Division of Highways and a faculty research team at the University of California, Berkeley. The next stage consists of data on BART ridership, traffic flow, environmental impacts and land use.

The Western Merchandise Mart Expansion will provide an additional 400,000 square feet of furniture showrooms.

MERCHANDISE MART EXPANSION Construction is due to start in September on the $7.5 million expansion of the Mart at Ninth and Market Streets. This will bring their total showroom space to 1,300,000 square feet by completion date of mid - 1975.

Stevenson Street, which will separate Mart II from the present building, will be converted to a landscaped pedestrian Mall.

General Manager Leonard Rogers said this will generate a great deal more business activity for Market Street. He said the Mart generated $800 million of wholesale business this year and drew 18,000 buyers here in January and 15,000 in July.

"Los Angeles is no longer having a summer market," said Rogers, "and Chicago and the other Markets are becoming soft. Besides, buyers would rather come to San Francisco anyway."

MARKET STREET SIDEWALKS We have met again with Bernard Crotty, head of the Street Cleaning Department, about cleaning problems of Hallidie Plaza, Powell Mall and the sidewalks, especially between 5th and 7th Streets. We are working on a program to get cooperation from owners and retailers to water down and keep the sidewalk areas clean. Crotty is also planning to use new mechanical equipment and sweepers from the new budget on Market Street and in the downtown area.

NEW THEATRE SIGNS

The double-faced Theatre Sidewalk Signs pictured on the first page will replace present theatre marquees and will be installed on the sidewalk in front of each theatre. They will be 7 feet, 9 inches tall, will have bronze faced laminated panels, and the electrical wiring will be placed in the sidewalk in coordination with the brick work.

All present Market Street theatre marquees are required to be removed by 18 May 1972 under the street beautification program. The changes are being coordinated with the City by the theatre owners and their representative Roy Cooper. Each theatre owner has the choice of using a sidewalk sign and he must pay for the manufacture and installation.

By this same date, all signs projecting more than six feet from the building must also be removed. The marquee phase of Market Street beautification is being handled by the City Planning Department and the Market Street Development Project is cooperating. The sidewalk sign was designed by Architect William Hull of the Joint Venture Architects.

MISCELLANEOUS

The existing Great Western Building at Ellis and Stockton is coming down and a new two-story structure will be built. There will be a public entrance to the Powell Street BART station mezzanine in the corner of the new building, to be built by the City.

Fosters Restaurants is changing their name to "Foster's West." ... McDonald's Towne House Restaurant will open soon at the old Weinstein building, 1041 Market Street ... A demolition permit has been issued to tear down the building at Van Ness and Market (former site of Fillmore West) and soon work will begin on a Howard Johnson chain hotel there ... BART has begun a two-year $540,000 technical survey for extending BART to the outer Richmond district.

EMBARCADERO STATION LAW SUIT

The City has won a major victory in the law suit which sought to prevent the transfer of $22,500,000 in BARTD funds to complete the Embarcadero Station. The Court of Appeal in the First Appellate District ruled in favor of the City and BARTD.

The Appellate Court's decision was in two parts. The first denied the request to block the transfer of money and instead have BART "commence immediately building the West Portal subway." This subway idea had been rejected by the Board of Supervisors and the Board of Directors of BARTD. It was this original West Portal subway money that was transferred for the Embarcadero Station.

The second part of the Court decision ordered the treasurer of BARTD to immediately turn over the $22,500,000 in funds "to facilitate and assure construction of the Embarcadero Station." The treasurer of BARTD became a part of the law suit by refusing to turn over to the City the Embarcadero funds "pending outcome of the suit to block the transfer of funds."

The City had won the first decision in the Superior Court and the case was then appealed. The Market Street Development Project filed an Amicus Curiae (friend of the Court) petition in the case to aid the City.

The case for the City was handled by City Attorney Thomas M. O'Connor and his deputy Edmund A. Bacigalupi. The Appellate Court decision is also a victory for the City's Transit Task Force which originated and pushed through the proposal for the transfer of West Portal subway funds.

The original funds to start the engineering phase of the Embarcadero Station was raised by the Market Street Development Project.

NEWSLETTER - MAY 1972

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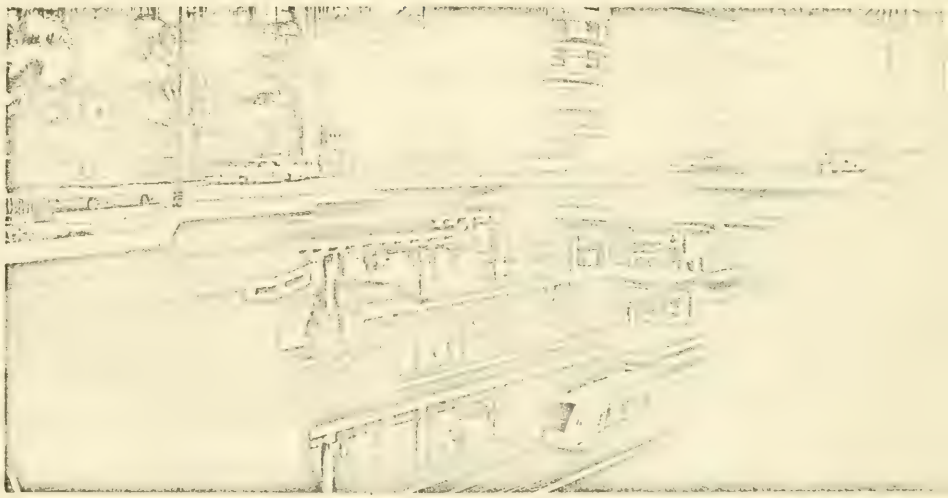

POWELL STATION PREVIEW - For the first time the public will be able to view a finished BART station underneath Market Street at an all-day preview of the Powell Street Station from 9 a.m. to 5 p.m. on Saturday, 10 June 1972. Admission is free.

There will be a two-car BART train brought through the tunnel underneath the Bay, also for the first time, and into the Powell Street Station for the public to inspect.

The public will enter the station at the BART entrance at Powell and Market, across the street from the cable car turntable. The station has three levels and goes 85 feet underneath Market Street.

Uniformed BART personnel will be present to answer questions and act as guides.

Exhibits will also be on display and a slide film will show how the Market Street of the future will look.

MARKET STREET CONSTRUCTION

Construction work will continue for a three month period that will require digging in the street on the south side of Market, between 5th and 6th Streets. The firm of McGuire and Hester will be replacing the high pressure Fire Hydrant underground pipes that were installed back in 1908.

The contractors work will also require him to tunnel underneath the streetcar tracks to extend this underground pipe line to high pressure hydrants on the north side of the street. At the same time these hydrants will be relocated as part of the sidewalk widening program.

The brick work will continue during this street construction on Market Street sidewalks in the area between 5th and 7th Streets.

***

The same firm of McGuire and Hester has been awarded the contract to place new brick on the sidewalks in the area between 5th Street and Fremont, and work will begin there soon.

***

More contracts have been let for Market Street beautification. This includes a contract for $1,300,000 for creating some 230 new Path of Gold lamps for the new street. There is a $334,000 contract for 900 tree frames and grating and a $686,000 contract for new cantilever traffic signals.

***

Work will begin in September 1972 to complete extension of Fifth Street to O'Farrell Street. The work should be finished in November 1972 at the same time of the completion of the Andrew Hallidie Plaza. The Hallidie Plaza is terraced from the

street level to the BART mezzanine level and provides for a major entrance into the Powell Street Station.

***

POLICING OF MARKET STREET AND BARTD

Jewelry stores on Market Street have been plagued with a rash of window breaking and burglaries and the MSDP arranged a meeting between these merchants and police officials. Immediate results came with Captain Joseph Flynn of Central Station announcing the arrests of 5 youths from the East Bay and Captain John O'Rourke of Southern Station reported the capture of a man while burglarizing one of the jewelry stores on Market.

Ralph Lindsey, chief of BARTD security, is also busy. He reported the capture of four youths who twice had broken into the Montgomery Street Station and had destroyed some building material. He also reported four others had been taken into custody who broke into the 24th and Mission Station and the halting of a man and woman who had illegally entered the Embarcadero Station and were going into the BART underwater tube area.

***

Citizens Savings has opened a unique mobile unit branch in the parking lot at 40 Eddy Street, behind the Andrew Hallidie Plaza. The company plans to tear down the Market Street building where the Esquire Theatre is located and construct a 8 - story building with a Hallidie Plaza address. The branch will then move into the ground floor of the new building.

***

F. W. Woolworth Company will begin an extensive remodeling program of outside of building.

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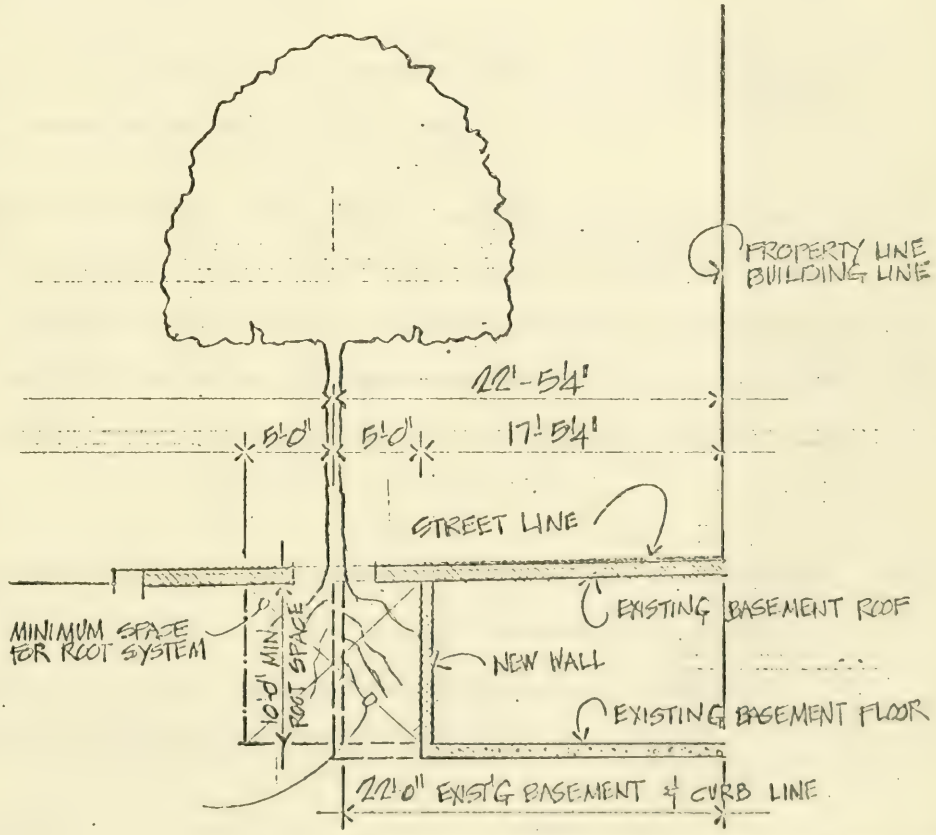
MARKET STREET TREES - The contract to plant the first of some 900 sycamore trees for Market Street in the area between 5th and 7th Streets is scheduled to be awarded next January. The drawing below is an outline sketch of how the trees will be planted below ground.

These will be London plane trees (Platanus Acerifolia) and for the record a 50-page architect report first made the recommendation, there has been three public hearings on the worth of the sycamore trees, and the publicity has been generating since February 18, 1969, when the tree was first selected.



STREET SECTION
MINIMUM REQUIREMENTS FOR TREE POCKET
SCALE 1/4"=1'-0"

MARKET STREET JOINT VENTURE ARCHITECTS

MARKET STREET BRICKS - Sidewalk and brickwork for the second area of Market Street, between 5th Street and Front, is expected to begin 15 May 1972. This will be a $2,500,000 contract and will take one year.

Streetcar tracks from Van Ness Avenue to the overpass at Gough Street are expected to be returned to the center of the street in June. The City will then notify property owners in that area to start work on their sub-sidewalk area so that work can begin to place the decorative brick on sidewalks in that area.

The first bricks on Market Street were placed on the sidewalk at 7th and Market, on the north side of the street.

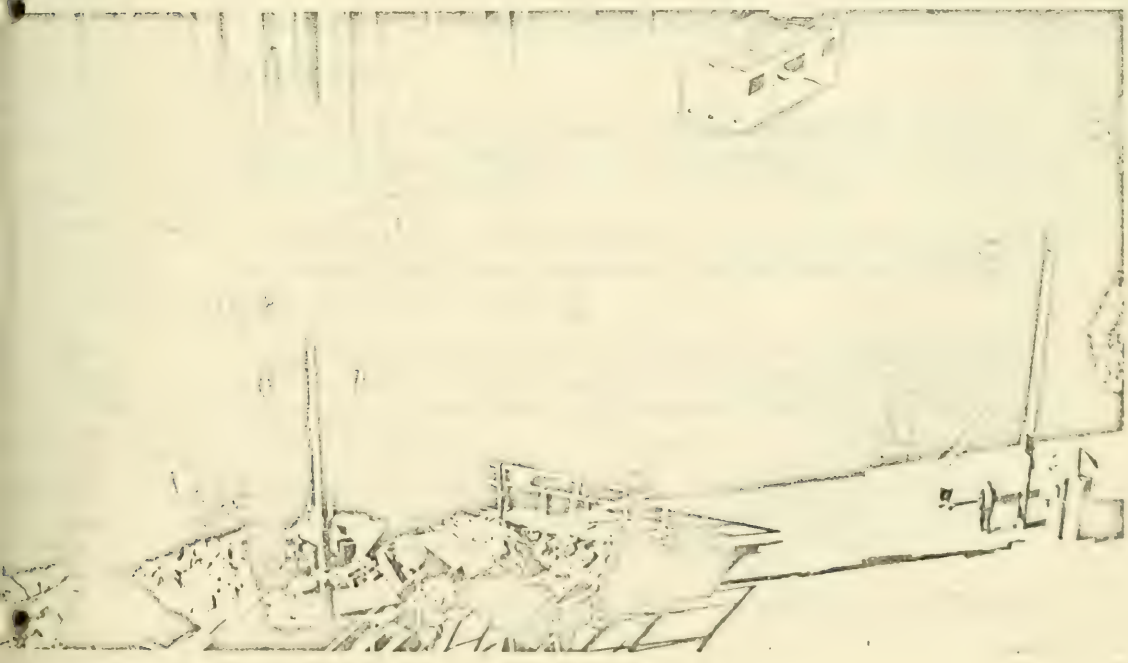
SIGNS AND MARQUEES - Signs, Marquees and Awnings on Market Street projecting more than six feet over the sidewalk must be removed by 18 May 1972. This phase of beautification is under the direction of the City Planning Department which has notified all property owners by mail of this requirement, including their power to issue citations resulting in fines to those who fail to conform.

BART STATION PREVIEW - The Powell Street Station of BART will be open to the public for a preview from 9 a.m. to 4 p.m. on Saturday 10 June 1972. The public will be able to view the finished station as well as inspect a three-car train that will be brought here specially for the preview.

more . . .

MISCELLANEOUS - The unique model of the BART Embarcadero Station, built to scale at a cost of $10,600, is now on display at the Embarcadero Center lobby ... Attorney J. Edward Fleishell is the owner of the new Mexican food and "Playland" spot at Powell and Ellis . . . Louis N. Franco, owner of the building at 1023 Market, has purchased the property at 923 Market. He intends to remodel the front of the building (now a dress shop) and install a camera and hi-fi store. . . The newly remodeled Jack-in -the-Box Restaurant at 7th and Market (replacing Fosters) is scheduled to open in June . . . Another Gazeebos Restaurant has opened on Powell Street (next to Bernstein's Fish Grotto). .. The Carousel Ballroon at Van Ness and Market (formerly Bill Graham's "Fillmore West") has reopened under the title of "Resurrection Hall."

* * * *



From new Standard Oil Building, looking across Market Street to the Contractors work adjacent to the Sansome Street side of the Crocker Bank. Contract 1S3013 - Montgomery Street Station - Mezzanine Extension, San Francisco Market Street Line

NEWSLETTER - JULY 1972

market street development project

70 MARKET STREET SAN FRANCISCO, 94102 • 362-2500

FICERS

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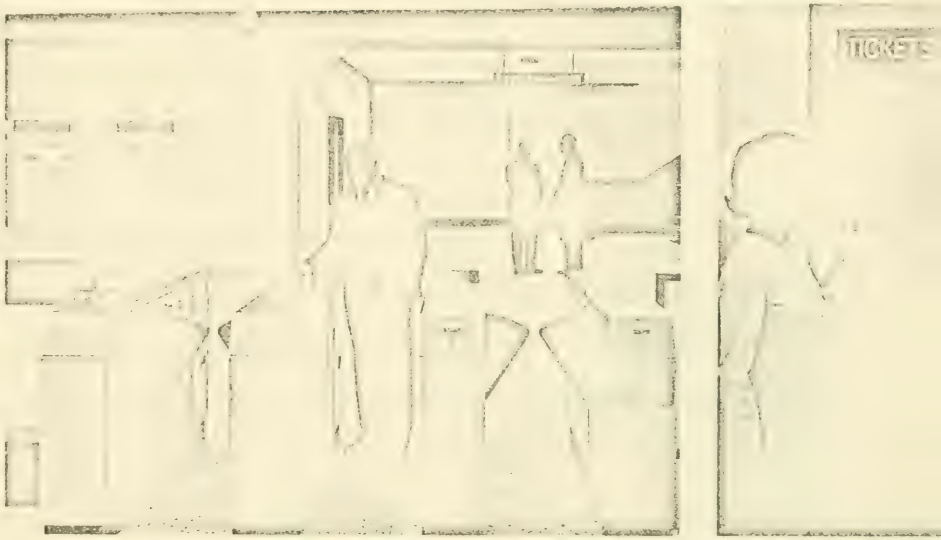


BART REPORT

The 28-mile segment between Fremont and MacArthur Stations in the East Bay is ready to begin initial revenue service in September. The photo above shows how fares will be collected.

BART has now received 17 revenue cars, as per schedule; 13 more are being tested prior to acceptance, and the remaining schedule calls for two more each week.

Among other things, BART's automatic train control system will start and stop all trains, keep them moving on pre-determined schedules, provide safe buffer zones between trains and open and close doors in stations.

The crowd at the 10 June preview of the Powell Street Station, sponsored by MSDP, was counted with an automatic counting device and the official count was 25,000 people.

The San Francisco section of BART, the final route, is scheduled to begin operations in June of 1973.

KRISHNA MONKS

Recently, the Krishna Temple group from Berkeley have begun chanting on Market Street, so we have had to expand our talks to the Berkeley chief monk. Unlike the San Francisco group, the Berkeley temple has women converts and they have become overenthusiastic in their approach to pedestrians, and over-excessive in the noise department.

After several conversations the problem was abated. We also visited the Krishna Temple in San Francisco (on Valencia Street) to discuss the matter of new converts who also create a noise problem. That matter has also been abated in a spirit of cooperation. We will continue meeting with the Krishna Monks.

***

The newly installed streetcar tracks on 17th Street is a detour to allow for construction of the new Muni stations at Church and Castro Streets, and a section of the cut-and-cover Muni subway line. The work is being done by Fruin-Colnon-Dravo and the detour will be used until 1975. This project will cost $1.3 million.

***

Armor Elevator Company is installing 51 hydraulic type elevators for BART stations and U.S. Elevator Corporation has a contract for 9 electric types. There will be a total of 130 escalators in the 34 BART stations.

***

The next BART station preview in San Francisco is Sunday 27 August 1972 at the 16th and Mission Station. The BART Embarcadero Station model is on display in the lobby of the new PG&E building at 77 Beale Street.

General construction work will begin in September on the new 30-story Standard Oil Building at 575 Market Street. The building is due for completion in March 1975.

The Sheraton-Palace Hotel has undergone a $50,000 painting and reconditioning program of the exterior of the hotel.

***

The Pix Theatre on Market Street has changed ownership, as well as its movie policy . . . One more book shop on Market dealing in pornographic literature has closed . . . The Mocambo Bar at 103 Powell Street has taken its license revocation case to the U. S. Supreme Court, where they lost.

***

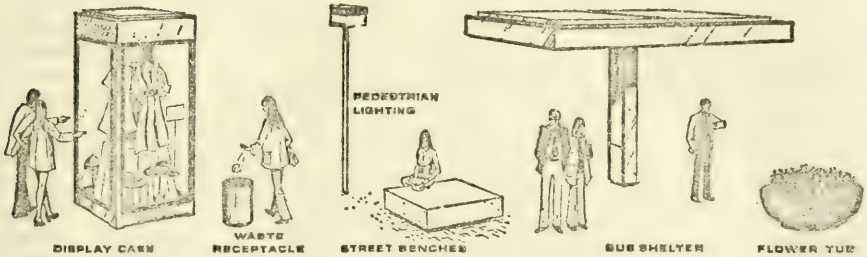
The newly formed Metropolitan Transportation Commission is starting a $386,000 study of the impact of BART. The MSDP has asked that the study committee, chosen from the University of California at Berkeley, consider making a special report on Market Street real estate values. That request is now being processed.

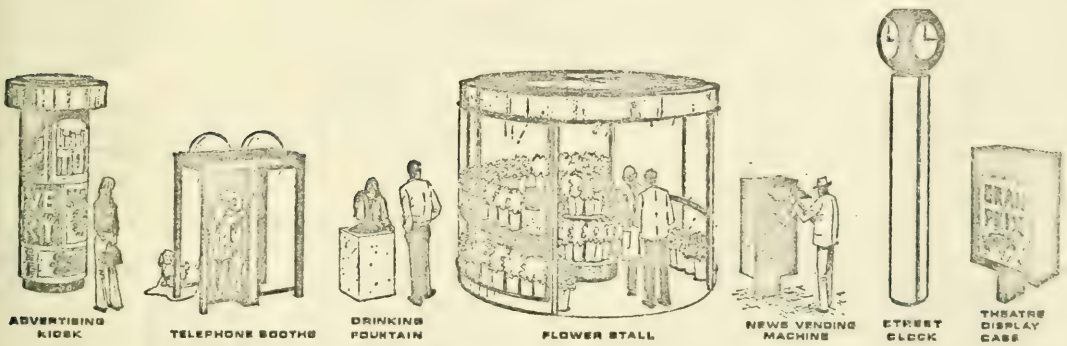
***

We are now working out details of a Muni transportation display at the Andrew Hallidie Plaza in November, 1972, to bring crowds down to Market Street. The dedication of the Hallidie Plaza, at Powell and Market, will also take place then.

The feature on display will be the first newly built electric trolley coach as part of the Muni's $8 million trolley replacement program; and a newly built cable car now under construction at the Ocean and San Jose shop. This will be the first new electric trolley coach built in the U. S. in 20 years.

The Market Street Look





The beautification of Market street will include improving its furniture and hardware, and, city spokesmen said yesterday, these new adornments of the city's main street will begin to be seen about one year from now.

Designed by the joint venture architects, Mario J. Ciampi and Associates, John Carl Warnecke and Associates and Lawrence Halprin and Associates, the structures include everything from new sidewalk display cases (at left) to theater sidewalk advertising cases (at right).

Metal will be bronze and the other chief materials will be glass and granite.

The kiosks, flower stands and other structures will be placed along the 35-foot-wide brick sidewalks now being emplaced along Market, which will also become a tree-lined street when the entire project is completed.

Final decision on the number of benches and other conveniences has not been reached.

MARKET STREET DESIGN REPORT

MARKET STREET DEVELOPMENT PROJECT • 870 MARKET STREET, ROOM 476 • SAN FRANCISCO, CALIFORNIA 94102 • 362-2500

3 April 1973

Harold I. Silverman
San Francisco Examiner
P. O. Box 3100 Rincon Annex
San Francisco, Ca. 94119

Dear Hal:

Twice in recent weeks Phillip Finch has written articles in the California Living section on Market Street that showed only one side of the story.

The story "Welcome to Market Street" did not mention the tremendous sums of money and effort that has been expended to change the very conditions upon which Finch wrote.

We have had successful dealings with the Krishna Monks, including visits to their temple; we have had successful dealings with the overaggressive salesmen of the Muhammed Speaks newspaper; we brought about a change in the Police jurisdiction to help our regular dealings with the Police; we have successfully fought pinball machine arcades so we are now down to one -- the one Finch described.

There are many sociologically interesting stories of Market Street, including our discovery of two former bootleg establishments in Market Street basements. We are working on a plan to encourage senior citizens to use Hallidie Plaza and help us police the new plaza.

I hope you will consider this request for other Market Street stories so the Examiner is not in the position of having Stanley Eichelbaum visiting New York to report how Broadway is being cleaned up, and ignoring a finer and more productive policing effort here at home.

Sincerely,

Bernard Averbuch

Bernard Averbuch
Executive Director

Market St.
Bonds

OFFICIAL ADVERTISING

PROVIDING FOR THE ISSUANCE OF
SUPERVISORIAL DISTRICT
THE CITY AND COUNTY OF SAN
FRANCISCO MARKET STREET
CONSTRUCTION AND IMPROVE-
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SETTING FORTH A FORM
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RESOLUTION NO. 711-71

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BE IT RESOLVED by the Board of Supervisors of the City and County of San Francisco as follows:

Section 1. All acts, conditions and things required by law to happen, exist or be performed precedent to the issuance of the bonds hereinafter mentioned have happened, exist and have been performed in regular and due time, form and manner as required by law; and said City and County of San Francisco is now duly empowered, under each and every requirement of law to incur the obligation evidenced by the bonds and coupons authorized by and in this resolution provided.

Section 2. $1,150,000 principal amount of said City and County of San Francisco Market Street Reconstruction and Improvement Bonds, 1969, are hereby authorized to be issued and shall be designated Series B of said authorized issue. Said Series B bonds shall be negotiable in form and of the character known as serial bonds, and shall be 220 in number numbered consecutively from 1 to 220, inclusive, numbers in excess of the denomination of $5,000 each. All of said bonds shall bear interest from the date until paid at the rate or rates designated by the Board of Supervisors at the time of the sale of said bonds, but not to exceed six (6) per cent per annum, payable semi-annually. Such interest shall be evidenced by coupons attached to each bond for each of said bonds shall mature and be payable on the dates and in the amounts set forth in the table following:

Principal Amount	On February 1st In Each of the Years
$ 70,000	1973 to 1982 inclusive
70,000	1983 to 1987 inclusive

Said interest coupons shall be payable on the 1st day of February and the 1st day of August in each year until and at the respective dates of maturity of said bonds, the first coupon on each bond representing interest from February 1, 1972 to August 1, 1972.

Section 3. The bonds and coupons attached thereto of Series B of said City and County of San Francisco Market Street Reconstruction and Improvement Bonds — 1969 hereinauthorized to be issued and sold shall each be substantially in the form prescribed by said Resolution No. 93[illegible] except for such variations as may be necessary to designate the date of said bonds, the series, number, rate and [illegible] thereof, and said bonds shall, when executed, sold and delivered, the proceeds thereof deposited, and the principal and interest thereof payable from taxes, all in the manner and as provided in said Resolution No. [illegible], which is hereby incorporated herein and by reference made a part hereof, except that all premiums and accrued interest received shall be deposited and used in accordance with the law.

Section 4. This Resolution shall take effect from and after its passage and approval.

I hereby certify that the foregoing resolution was adopted by the Board of Supervisors of the City and County of San Francisco at its meeting of Dec. 20, 1971.

ROBERT J. DOLAN, Clerk

Approved Dec. 23, 1971.

JOSEPH L. ALIOTO, Mayor

Dec. 28, 1971—1t

The Greatest Shopping Center of all.

BARBARA J. BRADY

The prophets who cry doom for downtown retailers don't have much of a following in San Francisco these days. In fact, optimism pervades the retail community.

Many San Franciscans moaned over the pending loss of the City of Paris—until Amfac (whose retail group generated revenues in excess of $200 million in 1971) came along to breathe new life into the 122-year-old San Francisco tradition.

The closing of the White House in 1965, while it may indeed have cast a pall over the retail community, also made a lot of space available for retail development—space that was re-leased.

That square footage lured a number of new merchants into downtown San Francisco (including F.A.O. Schwarz, Mark Cross, Streeter & Quarles West and Peck & Peck) and allowed others to expand. (Brentano's, for instance, had been a City of Paris concession until it moved into much larger quarters on Sutter Street.)

Harris & Frank went under last March, but the two buildings it occupied have been leased by Dayton-Hudson, primarily for the Northern California headquarters of its B. Dalton Bookseller chain. The bookstore will take up the basement, mezzanine and 75 per cent of the ground floor; the remaining ground floor [illegible] has been sublet to a women's [illegible] firm, and 16,000 square feet of upper floor space will be sublet as well.

Lloyd Pfleuger, president of the Downtown Association, declined disclosing a name, but said that the vacant building that had housed the J. C. Penney Company, at Fifth and Market, is being considered seriously by a large mercantile store.

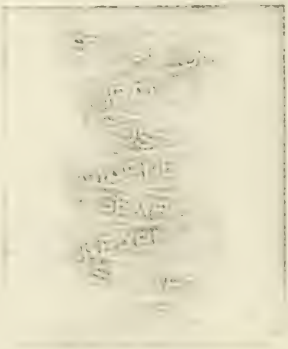
Extensive signs of health and growth over the past several years are obvious to even the casual shopper/observer. Nearly all of the flagship stores have done—or are doing—something tantamount to an expression of faith in the future of retailing downtown.

"None of them is putting all its eggs in suburban baskets," comments Carl Livingston, Jr., president of the Retail Dry Goods Association (and Livingston Bros.).

Examples around Union Square and Market Street:

- A new section of Macy's, fronting Union Square, opened October 1, 1968.
- The Emporium invested $2 million in remodeling during 1971, including floodlighting the store front and overhauling the entire first floor.
- Roos/Atkins made its debut at Fourth and Market Streets on March 5, 1969, after building its headquarters store on the site of a one-time parking lot. Grodin's then moved to downtown San Francisco, across the street into the building R/A had occupied previously. Roos/Atkins' investment in the new property exceeded $7 million.

In many American cities, downtown retailers are hurting... But San Francisco's central retail district is still a three-ring circus.



• Livingston's has been converting and refurbishing and adding new departments. Included are a combination cafeteria/delicatessen/gourmet shop, art gallery and cookware concession, as well as new areas in which to sell the store's specialty, women's apparel.

• Joseph Magnin's Union Square store was given an extensive facelifting last year. The same kind of remodeling just concluded in the Financial District store.

• I. Magnin's converted some office space into more selling space not long ago.

• Brooks Brothers added a floor.

Interest in refurbishment along Market Street has been mounting over the past several years, as the Market Street Beautification Program has shifted into high gear.

The list, which includes the little guys as well as the giants, goes on and on—and it's likely to continue repeating itself.

Jim Ludwig, vice president of Saks Fifth Avenue, points out "merchants can't sit back and reap the benefits of sales—they have to put something back into their stores every year." And he thinks most of them do.

Saks itself has big plans for its future in San Francisco.

It owns the Fitzhugh Building (Post and Powell Streets), and when tenants' leases are up, the store plans to take over the structure, tear it down and build a new Saks Fifth Avenue.

"The last lease will expire in late July 1974. We want to put up the new building immediately," Ludwig told *San Francisco Business*. The proposed structure will more than triple Saks' floor space.

To date, Ludwig continues, Saks has been doing just fine in downtown San Francisco. Despite being "cramped for space and unable to present some of the departments we're well-known for, such as men's and children's wear, gifts and cosmetics," he comments, the San Francisco store boasts "the highest sales per square foot of any branch in the country . . . about the same as in New York (Saks home town)." He stresses the point further by noting that the Saks store in the Stanford Shopping Center has the full line, "but we do more business here."

Although retail sales figures are guarded closely, confidential reports of the Retail Merchants Association show that total volume among the stores in business at the end of 1971 was ahead between eight and ten per cent over the previous year.

Signs of health in San Francisco's retail economy are by no means confined to the long-established stores, nor are they the sole domain of Union Square merchants.

Retail life has been flourishing even on the outskirts of the core shopping center, and has become firmly entrenched in the Financial District—another fact that augurs well for the future of retailing in San Francisco.

On Kearny Street alone, between Market Street and the Bank of America Center, retail business has mushroomed.

Eddie Bauer, sportswear outfitters, founded its second retail outlet in the country in June. (Its first store, logically enough, was established in Seattle, Bauer headquarters. The firm's five-year plan calls for 14 more stores in major metropolitan areas.)

Why San Francisco? Bob Fall, local manager, attributes the choice to the company's large mail order customer base already established in the Bay Area. Furthermore, "we firmly believe in downtown areas."

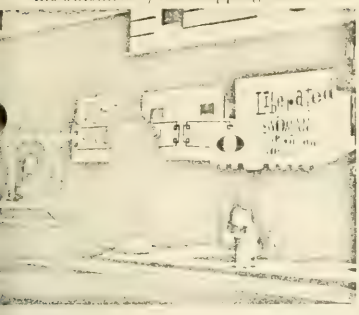
Although Fall says the 120 Kearny St. store has virtually "destroyed" mail order sales in this area, its business volume is "much more than we'd anticipated." A healthy $1 million in sales is expected to come from its first 12 months of operation alone.

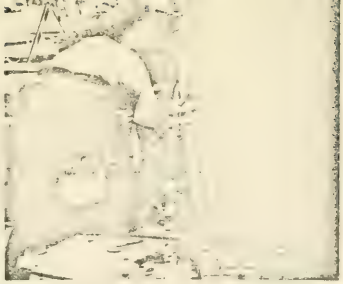
Fall had been warned that Saturdays would be his slowest days on the fringe of what's conventionally been known as the City's shopping district, but he's found the contrary to be true, with people coming in from outlying areas, as far away as Sacramento.

Down the road a piece is Liberated

Saks Fifth Avenue has big plans for its future in San Francisco

Retail life has been flourishing on the outskirts of the shopping district.





New bricks are just a part of Market Street beautification.

Woman. Asked what prompted him to establish his first store downtown, owner Bryan Himmelman volunteered, "It's not really downtown—I'm more interested in the Financial District. The terms of retail business are more human down here; you don't have to be open all of the time."

Almost next door is Casual Corner, part of a New England-based chain. It opened for business on May 4. The second San Francisco store went to Stonestown, late in July. Next on the agenda was an outlet on Union Square—Powell and Geary—scheduled to open early in September.

Business also is thriving a block further east.

Mr. G, operated by Glassman Bros., launched its Montgomery Street operation in June of 1971.

Pointing to the benefits of retailing downtown, Foxmoor Casuals' Bill Nandor says the chain's Montgomery Street store grosses more per square foot than does the Stonestown branch. "Of all cities, on the West Coast at least," Nandor's "more excited about doing business in downtown San Francisco than anywhere else."

What accounts for such optimism? Why does the retail community consider itself so well off, especially in light of the fact that San Francisco's steadily losing its middle-income residents, the folks who exert a favorable leverage on retail sales.

The reasons are varied, but they all point to a popular belief that "San Francisco is the biggest shopping center in the Bay Area," in the words of the RDGA's Livingston . . . and the future bodes improvement on that happy state.

Jack Rose, chairman of the board and chief executive officer at Roos/Atkins, concurs . . . and elaborates:

"The biggest positive thing going for downtown San Francisco is that it still affords the shopper the only place in Northern California where he can get the selection, the full view, of what he wants. There are so many good, fine stores."

"We're lucky in San Francisco," he continues, "but that's a tribute to the stores and merchants. I think we're going to grow a lot. You can't match this complement of stores anywhere."

Saks' Ludwig puts it a bit differently: "The suburbs have grown tremendously, and their shopping centers offer a pleasant shopping environment . . . but none provide the variety of services and merchandise" that downtown San Francisco does, he emphasizes.

The merchants are not basking in complacency, however. The remodeling/refurbishment factor is one example. Another is visible in the efforts of various groups with a stake in downtown retailing.

Chris Stritzinger, president of the Post Street Promenade (and managing director of Gump's), feels "attractive areas will draw people . . . that's one advantage beautiful shopping centers have."

Ergo, one of the goals of the Post Street Promenade is "to enhance the beauty" of the three block area from which its membership is drawn "and encourage others to undertake similar projects in their areas."

"You can't duplicate the names in this area anywhere—not New York, not Chicago," Stritzinger comments. But the merchants can't rest on those laurels.

"We want to do something different, to make it even more interesting to shop here," Stritzinger adds. "We decided to do something physical first."

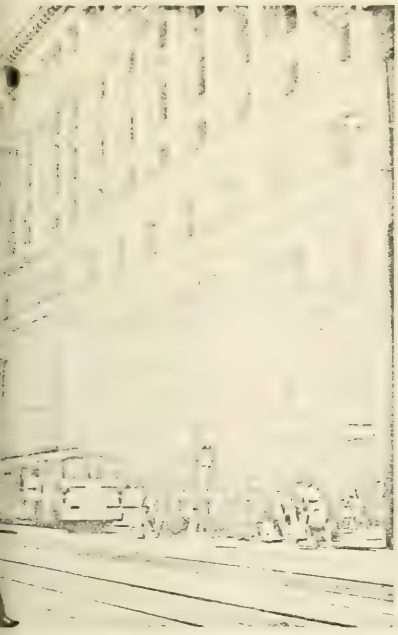
So the ornate lampposts lining Post Street are being gilded. These "beautiful sentinels" are meant to help lure people down Post Street from the hotel area. (The hotel building and expansion boom is another factor the retailers consider a boon to their business.)

Other attractions will come in the form of events. As examples, Stritzinger cites Dickensian carolers and

The 1963 closing of the White House distressed the retail community, but new stores now occupy that space.

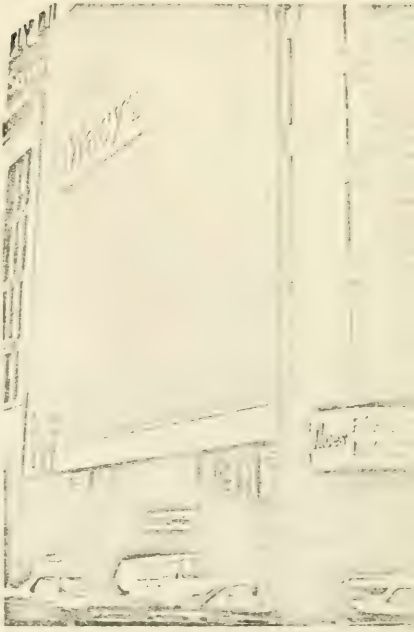
Roos/Atkins built a new flagship store in 1960 to the tune of some $7 million.

The Emporium invested $2 million in remodeling during 1971, inside and out.



downtown retailers

An expression of Macy's confidence in San Francisco—a new frontage on Union Square



roasted chestnut stands to enhance the Christmas atmosphere along the Post Street Promenade.

Ludwig, as a member of the Grant Avenue Association, shares the sentiments. He notes the association's tree-planting and maintenance efforts, and the annual daffodil and Christmas festivals on Maiden Lane.

"It's an attempt to make the place more attractive to the general public," he explains. "You have to do that, street by street, store by store. Try to think of the future instead of bucking the times."

This is precisely the framework in which the Market Street Development Project works.

"We ask 'What are you doing for the future?'" reports executive director Bernard Averbuch. "And the prospects are looking good," he concludes, enthusiastically citing the ways in which Market Street retailers have kept pace with Market Street beautification.

The stores' remodeling, the new sidewalks (some sections will be dedicated in November), and the anticipation of trees and pedestrian-oriented malls are only part of the story.

Promotion plays an important role as well. Averbuch's crew conducted a test on the day BART's Powell Street station previewed. The test was geared toward seeing how much additional retail business the event generated. No precise dollars-and-cents were reported, but "I took a walking tour the following Monday," Averbuch relates. "All of the stores had sharply increased business that Saturday."

Such events—and we haven't seen the end of them—"all add up to more people, more retailing," he sums up.

Downtown merchants also, understandably, are looking forward to the people BART will bring to the City. Roos/Atkins' Rose decries "this World War III outside," referring to the current BART mess and the fact that "it's not conducive to people crossing the street," but he hastens to add: "When BART's complete, it'll be a tremendous advantage. Think of the great access into downtown San Francisco for so many thousands who heretofore wouldn't hassle traffic and parking."

Some merchants regard traffic and parking as thorns in the sides of doing business downtown. Others, like Ludwig, feel San Francisco is a lot better off on both counts than most cities.

Not everything is hunkey-dorey. San Francisco's had—and still is having—growing pains that sometimes make retailers suffer. Frequently, the mills of City Hall grind slowly in helping alleviate the merchants' problems.

But the retailing community basically can claim a clean bill of health.

"The closing of several stores was a scourge on downtown San Francisco," admits an anonymous retailer. But he adds, "Those that went out of business didn't do so because San Francisco is 'dying'. Their closing bore absolutely no relation to the retail business climate. They would've died in Iowa, too."

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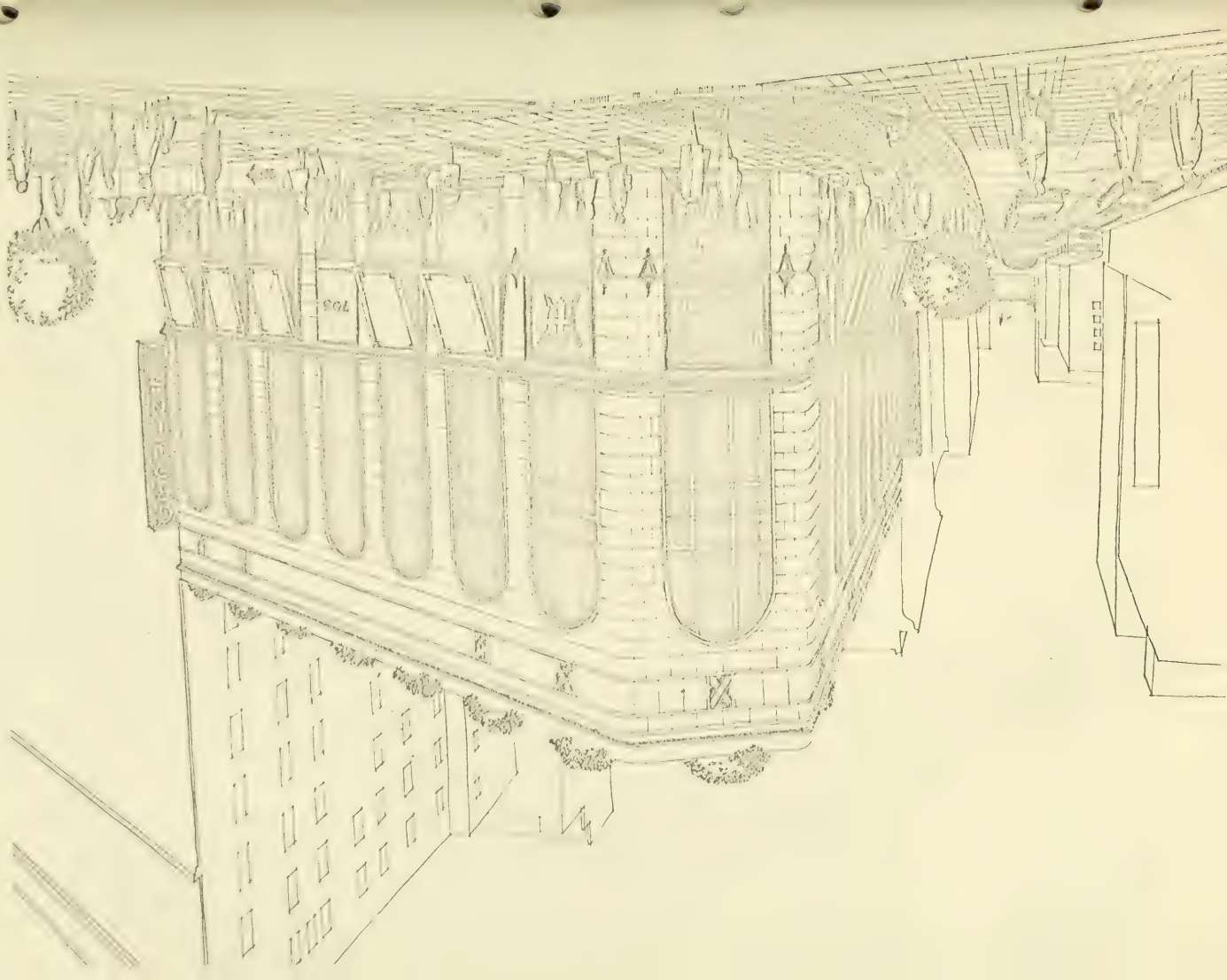

From SOUTHERN PACIFIC
Public Relations
One Market Street
San Francisco, Ca. 94105
(415) 362-1212, ext. 21594
- - - - - - - - - - - - - - -
May 13, 1971

Southern Pacific today unveiled its plans for a $65 million office building and retail complex, built around its present headquarters building, in downtown San Francisco.

Newsmen were shown models, drawings and plans for the project, called One Market Plaza, at the offices of the architects, Welton Becket and Associates.

"A key element in our plan was retention of the historic focal point of our present building at the foot of Market Street," explained O. G. Linde, president of the Southern Pacific Land Company, "and preservation of the famous San Francisco view corridor down California Street from Nob Hill."

Two office towers, 43 and 28 stories, will be situated on the south half of the square block development bounded by Market, Mission, Spear and Steuart Streets and adjacent to the new Embarcadero Plaza.

Arcades on all four sides would lead to an interior shopping mall and skylit galleria. The first two floors are designed for specialized retail development, with the next four levels of the base structure devoted to office space tailored to special operational needs of tenants, such as computer facilities.

(more)

An upper plaza on the seventh level will offer a landscaped, outdoor strolling and viewing area with a sweeping outlook over the Embarcadero Freeway to the Bay. A restaurant is included in the upper plaza plan.

The two office towers, 575 and 387 feet, "are designed to harmonize with the surrounding financial district and complement the new public areas of the Embarcadero Plaza," Linde said.

"Southern Pacific has worked carefully with San Francisco's Department of Planning to achieve a development within the context and character of San Francisco."

Linde said SP had adopted guidelines suggested in an Urban Design Report which the Planning Department will issue later this month.

SP's project, he said, contemplates about 1.7 million square feet of new construction, substantially less than it is permitted to do under the building codes.

"We could have gone to as much as 3.2 million square feet," Linde pointed out, "but we feel this plan better matches the land form and human needs of the area and will contribute to the renaissance of lower Market Street."

######

FOR: Crocker-Aetna Company
660 Market Street
San Francisco, California

FROM: Arnold & Palmer & Noble
150 Post Street
San Francisco, Calif.
Richard Arnold or
Bill Jacob: 362-5173

FOR RELEASE AFTER 10:30 a.m., PDT

THURSDAY, AUGUST 7, 1969

Dedication of $25 Million

Aetna Life & Casualty Building

SAN FRANCISCO, Calif., August 7---The only new office building in San Francisco that enjoyed the distinction of having a red squirrel for its first tenant was dedicated today on Crocker Plaza at the historic intersection of Post, Montgomery and Market Streets.

But the squirrel snubbed the ceremony.

The building is the $25 million, 38-story Aetna Life & Casualty Building, just completed in the landscaped plaza setting that will serve as entranceway to the Montgomery Street rapid transit station. Owner and developer of the imposing tower is the Crocker-Aetna Company, jointly owned by subsidiaries of Aetna Life & Casualty Company and Crocker Estate Company. Dinwiddie Construction was the general contractor; Welton Becket & Associates, the architect.

Dedication host Emmett G. Solomon, president of Crocker Estate Company, told some 200 business and political leaders that the squirrel, discovered last November in his improvised quarters on a 38th floor beam, "has long since been resettled in style on the grounds of the Claremont Country Club. Because of a prior commitment, he could not join us today."

- more -

Dedication Ceremony

The building, meanwhile, was praised as a handsome new contribution to the renewal of Market Street and San Francisco by Mayor Joseph L. Alioto and Supervisor Roger Boas. Aetna's board chairman, Olcott D. Smith, here from Hartford, Ct., for the event, said the building signified Aetna's confidence in the economic growth and progressive spirit of San Francisco and California.

Toward the end of the ceremony, Mayor Alioto--in a reversal of the usual "Key to the City" gesture typical of mayors --was presented by Smith and Solomon with a "Key to the Building" embedded in a cutting of the 220 million-year-old Norwegian granite, used as the tower's exterior sheath. The ceremony ended with "Miss San Francisco" Susan Walsh releasing 1,000 helium-filled balloons to signal the building's opening to the restof the downtown area.

City's Diverse Architecture

Solomon used the occasion to advocate variety in the city's architecture, saying, "San Francisco is not a city that likes to lie at anchor. It is ever-moving, ever-changing--except in one respect: its diversity. For we have always been a city distinguished by the diversity of our people, our cultures, our opinions, and--as I must point out today--our architecture, too.

"As San Franciscans, we should delight in such diversity and not be timid or repetitive in what we plan or build.

"We are proud of this building for its quality and appearance. But we are also proud that it is ... part of the stimulating renewal visible throughout this unique city," Solomon said.

Aetna's Participation

Smith, whose Aetna organization is the world's largest all-lines insurance company, stressed Aetna's long-time connections with California. "The earliest link...was our first life insurance claim, paid to the family of a man who joined the gold rush but died on his way here," Smith said. "Despite that unpromising start, Aetna and California have prospered together."

Smith cited some current Aetna performance figures that warrant the company's investment in its new San Francisco headquarters: $192 million in claim payments to California policyholders last year; more than a million Californians under Aetna health insurance plans; and $5 billion in life insurance protection for Californians. He said that Aetna has more than a billion dollars invested or committed for investment in California--more than in any other state.

Aetna will occupy six floors in the new office tower, 70% of whose 386,000 square feet of rentable space is already leased.

Building Features

As for the building itself, it stands an impressive 533 feet tall. Its emerald pearl granite facing was quarried in Norway, processed in Italy, cut and fitted in South San Francisco. Its lobby is of white Italian classic cremo marble, and its windows of bronze plate glass.

Built around a central core of 11 high-speed elevators and conforming to a cross-corridor design, the building's octagonal shape contains office space unimpeded by columns, thus providing eight panoramic views on each air-conditioned, sound-conditioned, light-conditioned floor.

Along with its sheath of granite, the most unusual feature of the tower is its situation on the gore corner of the south entry to Montgomery Street, where it takes up only 55% of the 22,000 feet of ground space, allowing for the airy, landscaped open plaza. The plaza's street level is graced with curb-to-curb brick work, mature honey locust trees, and the stone entranceway to the rapid transit station. At the lower level of the entranceway are more trees and space for shops, restaurants, and other commuter amenities. The monumental building job for the new tower required some 2,000,000 man-hours of construction labor.

History of Site

The site is a historic one. It was the first acquisition made by the Crocker Estate 80 years ago, following the death of railroad pioneer Charles Crocker. The Crocker Building, completed there by 1892, was a financial district landmark until it made way for the start of the Aetna Life & Casualty Building in 1967.

Other Project Associates

Closely associated with the project from its inception has been Coldwell, Banker & Company, the leasing agents. For the owners, Clifton C. Brinkley is project manager and Harry D. Rothrock leasing manager. The development has been under the general supervision of Crocker Estate Company officersWilliam F. Morton and M. Sherman Eubanks, and Aetna's R. D. Swinehart.

# # # #

Examiner Aug. 13 1969

Market St. Pinball Arcade Rejected

A proposed pinball machine arcade at 771 Market St. has failed to make the grade with affluent business neighbors who plan to spend millions on their establishments during the beautification of Market.

Deputy Police Chief Al Nelder yesterday rejected an application to operate pinball machines in a pizza and hamburger stand at the Market Street location.

The application was made by the estate of the late Simon Stein, who was a lifetime pinball arcade operator, and would have transferred the permit from a pinball business Stein operated at 1116A Market. The building there was demolished by extension of Seventh Street.

Double Offer

Attorney George T. Davis, representing the Stein estate, offered to double the $15,000 his clients planned to spend to dress up the pinball arcade. "If this offends wealthy people, we'll spend $30,000," declared Davis.

But the pinball arcade's neighbors would be spending a lot more, said Leonard Averbuch, who spoke for them as executive director of the Market Street Development Project.

He said two shoe stores in the neighborhood will spend $[illegible],000 each on remodeling; a men's clothing store, $[illegible],000; and Ross Arkins will spend millions to move into the area."

$35 Million

In addition, the total tab for a bond issue to beautify Market from the Embarcadero to Van Ness Avenue approved by San Francisco voters, will be $35 million, Averbuch pointed out.

Nelder turned down the application and said, "We have not approved a permit for a pinball place on Market in six years. The bulk of citizens have indicated they favor a beautification program."

Davis said the rejection will be appealed to the Board of Permit Appeals.

Friday, August 29, 1969 Editorials

San Francisco Chronicle
THE VOICE OF THE WEST

About Market Street

THE POLICE DEPARTMENT'S permit bureau, with due regard for the dictates of city planning, the wishes of some 200 businessmen, and the future welfare of the city's main thoroughfare, has recently denied an application for a permit to operate a pinball arcade at 713 Market street, above Third.

The permit was sought by executors of an estate that included such an enterprise, formerly located blocks further up Market street in a building since razed. It was opposed by the Market Street Development Project and by Market street property owners who feel that it would tend to depress property values in the vicinity.

IN MANY INFORMED OPINIONS, it would be out of harmony with the nature of neighboring businesses, and would hinder rather than contribute to the upgrading of a block that has been substantially benefitted by construction of the $10 million Roos/Atkins headquarters.

The matter is now scheduled for hearing before the Board of Permit Appeals, which, if it heeds the community's wishes as implied in its approval of the $25 million Market street beautification project, will uphold the Police Department's denial.

LOUIS R. LURIE
300 MONTGOMERY STREET
SAN FRANCISCO, CALIFORNIA 94104

September 15, 1969

Mr. Bernard Averbuch
Market Street Development Project
870 Market Street
San Francisco, California 94102

Dear Bernie:

I wish you would come over and join me for lunch when it's convenient for you sometime during the week. I'd like to discuss the appeal on the police permit for 713 Market Street, which has been postponed until Monday, September 29.

I think contacts should be made with Tom Cahill, Paul Speegle of Roos-Atkins and the President of Roos-Atkins, Abe Mellinkoff of the Chronicle, the top guy at the Emporium, Wayne Reinholt of J. C. Penney Company, and the honourable Bernie Averbuch - whoever the hell he is.

Your cousin Jake Ehrlich spoke to one of the Commissioners who seemed to be against it. They all should be against the granting of this vicious permit.

Pick up your fone for a free lunch.

Affectionate regards,

LRL:db

Market St. Pinball Arcade Ruled Out

The estate of the late Simon Stein, longtime San Francisco pinball arcade operator, has been denied permission to operate another such establishment on Market Street.

Upholding a ruling by the Police Commission, the Board of Permit Appeals yesterday voted unanimously against allowing a proposed arcade at 713 Market St.

The board acted after Bernard Averbuch, director of the Market Street Development Project, argued there should be no place for pinball operations on a street which The City is trying to transform into a major boulevard with $34 million of taxpayers' money.

Attorney John Mallick, representing the Stein estate, pleaded for the arcade until Market Street beautification had been completed.

After being told that there are already two arcades in the 700 block of Market Street and that the establishments of this kind are favorite hangouts of undesirable elements, the permit reviewers decided against any more pinballs.

market street development project
70 MARKET STREET SAN FRANCISCO, 94102 • DO 2-2500

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nk of America
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trick & Company
WAYNE REINHOLT
C. Penney Co.
ORGAN SMITH
eraton Palace Hotel
CUTIVE DIRECTOR
Bernard Averbuch

October 1, 1969

Louis Lurie
300 Montgomery Street
San Francisco, Ca. 94104

Dear Lou:

You will be pleased to know that the applicant for a pin ball machine operation at 713 Market Street failed to receive a single vote before the Board of Permit Appeals. This is especially interesting because several years ago the same applicant, with the same counsel, had a similar appeal and was victorious in that case. But, not this time.

The legal officer for the Police Department was away on vacation, so it fell on me to present the case to the Appeals Board. Fortunately I was prepared because I had presented the orginal case before the Police Board. I acted like I was another Jake Ehrlich.

Attorney George Davis was not present at the final hearing, and his associate, John Mallick, presented the case. I must give Mallick credit, because he did well. When he saw he was losing he then switched tactics and asked for a "temporary license for one year" until redevelopment was under way.

I saw that he was scoring with this point so I poured on the steam on rebuttal, citing some of your points about the new Roos/Atkins store, the new Crocker Plaza and the problems of merchants like Penneys, the Emporium and others, that turned the tide and Commissioner Boudoures signalled the end by calling for a vote.

The Board, in rejecting the appeal, cited the number of letters of protest it received. One of the major leaders there was good old Uncle Louis Lurie and I thank you for your help. This case became a major test case and the favorable vote heralds a new era on Market Street.

Sincerely,

Bernard Averbuch
Executive Director

February 4, 1970

Dear Mr. Lurie,

I do apologize to you for the mix-up of your name with attorney Leonard Lurie concerning the citizens committee opposing the planting of 750 sycamore trees on Market Street.

On Friday, January 30, I phoned your Montgomery Street office, introduced myself and reason for calling and asked to speak to you. Some man said I could reach you at a phone number he gave me. In my conversation with Leonard Lurie on Market Street I thought I was talking to you! Leonard Lurie is opposed to the sycamore planting and a member of our committee sent the letter to you for your signature. Hence we were able to straighten all this out and I hope you will forgive and forget.

Mr. Bernard Averbuch is not correct in telling you the final decision concerning the Market Street tree planting has been made.

The Board of Supervisors is voting this Monday, Feb.9, on whether to recommend to Mr. Mellon a planting of sycamore trees or evergreen trees such as those planted in front of Standard Oil. 750 sycamores shedding leaves and bare in that Market Street wind will cause a terrible mess, ugliness and great expense to the city and businessmen in maintenance. Those favoring the planting of evergreen trees include citizens, news media, Market street businessmen and property owners, members of the Market Street Development Committee and political and civic leaders.

We had hoped you would join us in supporting a cleaner and greener, and more sensible tree planting on Market.

Sincerely,

Peg Jane Lurie

51 Arguello Blvd.
San Francisco

San Francisco Examiner

Monday, August 31, 1970

Pinball Permit

THE ESTATE of the late Simon Stein, Market Street pinball and arcade operator, is running up against resistance to proposals for a new pinball type operation on Taylor Street just off Market.

Stein's operations have a troubled history going back a number of years. Merchants successfully opposed earlier efforts to expand arcade and peep-show trade.

The Market Street Development Project properly is urging the Police Department to reject the Stein estate's newest proposal for 55 Taylor St. City and private spending of $34 million is earmarked for Market Street beautification. Only businesses suited to the new concept of Market as a grand thoroughfare should be permitted on or near it.

The Stein type does not fit the description. The police should deny the license.

50 San Francisco Chronicle
Wed., Sept. 2, 1970

Police Reject Taylor Street Pinball Arcade

An application for a permit to operate pinball machines at 55 Taylor street was rejected yesterday by Deputy Police Chief Don Scott after merchants protested an arcade would detract from plans to upgrade Market street.

Scott said Captain Joseph Flynn of Central Police Station had also recommended disapproval.

Attorney George T. Davis, representing the Simon Stein estate, said he would appeal the decision to the Board of Permit Appeals.

Last year the board rejected an appeal by the Stein estate for a pinball gallery on Market street near the southwest corner of Third street.

Appeals Board Says No to Pinball Parlor

The Board of Permit Appeals unanimously denied a permit yesterday for operation of a pinball parlor at 55 Taylor street on ground it would mar planned beautification of the downtown Market street area.

It was the second time in a year that the applicant, Harold E. Hubbard, executor of the Simon Stein estate, has been beaten back by protests from the downtown business community when he tried to transfer pinball operations from renewal-condemned sites.

Yesterday's board decision upheld police who last month denied the estate permission to operate at the 55 Taylor street site after a sizable protest was mounted by the Market Street Development Project.

Daily Commercial News Oct. 15, 1969

BON APPETIT!

With Arnold Michaels (right), president of Grodins of California as host, some Bay Area Rapid Transit District workers take a gourmet lunch break, catered by Ernie's and served on the sidewalk in front of Grodin's where a BART station will be located. Michaels' guests are Dave Propes (left), Jerry Orr and Lester Thomas.

Pass the Boeuf

Five BART construction men sat down at Fourth and Market streets yesterday for a lunch from Ernie's: Langoustines a la Ernie's, Mignonettes de Boeuf Montgomery, Haricots Vert au Beurre, and Butter Lettuce Rosette avec Camembert.

The five were guests — in front of the still unopened mens' wear shop — of Grodins of California. Their host was Arnold Michaels, president of Grodins of California, Inc. The workers, chosen by their foreman because they "looked hungry," are (clockwise from Michaels) A.J. Coleman, Hayward; William Smith, Antioch; David Propes, Fremont; Jerry Orr, Montara, and Lester Thomas, San Francisco.

A spokesman for Grodins said the luncheon was intended "to pay a rare tribute to the men who are actually building BART's future subway station entrance at Market and Stockton," in front of the Grodins' new San Francisco headquarters store. The store is expected to open early next month.

Clock and Maker Part

A part of Market street old - timers temporarily parted company yesterday.

They were the vista of gold-leafed street clock that put in front of Samuels' Jewelers in 1913 and Albert S. Samuels, the sprightly bright and handsome 84 year-old who erected and built the clock and started it ticking the opening day of the Panama-Pacific International Exposition.

Yesterday was not a sad one for Samuels. He thought the still of the future and [illegible] on the old and [illegible] in his [illegible] the [illegible]

"This very moment I built a [illegible] Joseph Mayer of Seattle, who was a [illegible] val genius. Samuels and I believe that it has the most self-winding mechanism in the world, and it was the first street clock in the United States."

UNIQUE

The design was not unique. An electric motor in the weight powers the eight-faced mechanism. When the motor descends to full depth beneath the sidewalk, it triggers a switch and the motor-weight powers itself to the top of a cycle, thence to begin slowly falling again. The clock, says Samuels in one of the only phrases he used that gave away his years, "has rail-road accuracy."

And while the clock has been a fixture of the Fifth and Market-Powell intersections for the better part of this century, Samuels has been in the area much, much longer.

Born in Austria and brought to California as a small child, he was reared South of Market and attended the old Lincoln School which occupied the northeast corner of Fifth and Market before the 1906 earthquake and fire. Apprenticed to a watchmaker in 1884, he worked without pay for five years to learn his trade. He went into business on his own in 1907, and, in 1909, was one of the first tenants of the Lincoln Building, erected on the site of the old school.

TRANSPLANTED

Samuels erected his gilded clock first in front of his store at 879 Market street, then, in 1943, "transplanted" it into the sidewalk in front of 866 Market street when he moved across the street.

The clock, of course was both enhancement and good business. And Samuels feels, after six decades on Market, that the two are still happy and worthwhile combinations. He cried out to construction workers lately creating one of the greatest messes the city has seen, threw off his years and talked of Market street as "one of the grand boulevards of America — a Fifth avenue of the West."

"The future of this street is tremendous," he said. "If everybody believes and everybody cooperates. (Samuels suffered a window-smashing, grab raid earlier this month.)

He reacts with personal distaste to the garish lunching parlors and cheap variety stores that have made their appearance along the street in recent years. "The business community must," he says, "see the value of good, sound ethical business houses here; good tenancies must be maintained."

CRANE

The clock was uprooted by a big crane lowered gently to a low, flat bed truck and taken away. It will be refurbished, made bright as new and put back in place in about two years. Will the octagenarian be there to see it erected again?

If it is in the afternoon chances are that he will not. For Irene McCarthy, his secretary for the last 32 years, has now become rather accustomed to [illegible] afternoon callers. He [illegible] always out at Lake Merced in the afternoon [illegible] getting in those 18 holes.

JEWELER ALBERT S. SAMUELS
At 84, he still plays golf each day

Chronicle
8/24/67

Landmark Clock May Lose to Tree

By Donald Canter

The first street clock in the United States may be replaced with a sycamore tree for the sake of symmetry.

The clock is the one jeweler Albert S. Samuels placed in front of its Market Street store in 1915 and that was a San Francisco landmark ever since it started ticking away the hours on opening day of the Panama-Pacific International Exposition.

Two years ago the gold leafed time piece stopped ticking when a crane hauled it out of the way of rapid transit construction and into — what Samuels hopes-temporary retirement.

Law of Symmetry

Just as Samuels, now 86, started dreaming of seeing his clock restored in his lifetime at its rightful spot near the Powell Street intersection, somebody told him about the laws of symmetry.

It so happened, he was told, that in laying out the 600 odd sycamore trees that will line the rejuvenated Market Street and lining them up symmetrical as trees should, one of the sycamores will land smack on the spot where his clock used to stand.

"Nobody will ever miss one sycamore if they leave that one out," shrugs Samuels who somehow refuses to believe that anyone would dare suggest he'd move his clock for a tree.

Tree vs. Clock

But that's exactly what the symmetry-conscious City planners of Market Street have in mind right now.

"It's a case of a tree versus a clock," mused Jack Barron, director of the Transit Task Force, with more emphasis on tree than on clock.

Though Barron insists no final decision has been taken as yet, Bernard Averbuch, head of the Market Street Development Project, organized by a group of private businessmen, said at a recent meeting Samuels was told his clock was the loser.

6 Foot Move

"They (the City) wants him to move the clock at least six feet," Averbuch said.

Though that would move the clock away from the entrance of the Samuels store, such relocation still seems a practical possibility.

Technically, things aren't that simple.

When the tree replaces the clock and with the tree needing a 10 feet deep hole for its roots, the clock's 8 feet high foundation deep down under Market Street has to come out.

$3200 to Bart

The foundation, under the City owned side walk, houses the intricate clockwork pulleys of what Samuels believes to be the first self winding mechanism in the United States.

To keep access to this foundation that's also a clock-house, Samuels paid BART over $3200 to shore up the sub sidewalk basement so it wouldn't cave in as cars passed over it during rapid transit construction.

Having done all that, Samuels has now been told his clock is in the way of symmetry and should be moved for the visual pleasure of all.

In all of his long life, Samuels has never run for public office and he doesn't aspire to any now.

"But I'm sure the people of San Francisco will vote for my clock," he said.

SAMUELS' CLOCK
May have to go

Chronicle Nov. 25, 1969

Put the Clock Back

IT IS NOW OFFICIALLY PROPOSED that the historic, in this city's frame of reference, Albert S. Samuels' street clock not be restored to its rightful place on the Market street sidewalk when the rippers and chewers of BART have departed, that its place be taken by one of the 500 leaf-shedding sycamores which may line that thoroughfare.

The Samuels' clock ticked its first tock on the opening day of the Panama Pacific International Exposition, a civic bon bon that celebrated not only the opening the The Big Ditch but also the city's rebirth, all fresh and newly painted, from its greatest destruction.

THE CLOCK WAS DISMANTELD in 1967, "temporarily removed" because of Market street subway work. Its right to be restored to the Market street sidewalk should on several grounds be beyond official question now. It is one of San Francisco's fast-diminishing mementoes of a less complex but rich past. It is of local manufacture, probably the first street clock in the nation. It is a landmark that offers a useful, public service. Unlike the proposed tree, it will create no annual leafy litter.

If the concern is to give Market street charm, the street will be the loser without its locally-popular clock.

It's About Time

A 10-ton hydrocrane lifts the shell of the historic Samuels clock back into place at 856 Market St., where it had been a fixture since the 1915 Panama Pacific Exposition. The clock was moved in 1968 because of BART construction needs, and was put back in front of the Samuels jewelry store this morning. Watching the return of the venerable timepiece are three generations of the Samuels family—Peter Albert Samuels, Albert S. Samuels Sr. (founder of the firm) and Albert S. Samuels Jr.

—Examiner Photo

Hands Off Market Street Clock

By Scott Blakey

The city's Transit Task Force has decided that a sycamore tree will not displace the historic Samuels clock on Market street.

It will just cover it up.

Task Force officials made their decision yesterday at a joint meeting with the Market Street Development Project.

The clock which used to stand in front of Samuels' jewelry store at 840 Market street, was retired temporarily by its owner two years ago when rapid transit construction tore up Market street and endangered the old timepiece.

TREES

Or at least Samuels thought it was temporary retirement.

He did not count on the 600 sycamore trees the city decided to plant along Market street. One of the trees was to stand right next to Samuels clock.

There was some doubt that the clock would be reinstalled at all. If it were, the city wanted it moved 14 feet to the curb of the new sidewalk planned for Market street, but said Samuels would have to pay for the moving himself.

Yesterday, Task Force officials said Samuels could put the clock back where it previously stood, but made no provision to move the tree away from it.

The jeweler's son, Albert S. Samuels Jr., said he was not satisfied with his choices. "The tree can be bent, but not me. It's a lot easier to move one tree than it is the clock," he added.

For Samuels, it is a matter of price in his clock, built to honor the 1915 Panama Pacific Exposition, and sentiment.

He has already paid $500 to have the special underground basement for the clock's works shored up during rapid transit construction. To move the clock out to the new curb, build a new basement and some kind of access route to the works room would cost him several thousand dollars more.

The city Task Force has maintained that the symmetry of the tree-type will be ruined if it has to move a tree to accommodate a clock.

"I think the city is just trying to back Mr. Samuels into a corner," said Brooks Averbuck, executive director of the Market Street Development Project and one who wants to see the clock restored but versus a tree next to it.

San Francisco Chronicle 9
Sat., Feb. 5, 1972

ALBERT S. SAMUELS . .
Celebrates 90th birthday

Market St. Pioneer Looks Back

By Dale Champion

Albert S. Samuels, who received [illegible] on Wednesday, said yesterday San Francisco has taken a turn for the better since he opened his first jewelry store right after the 1906 earthquake.

"There are far fewer scoundrels around now than there were then," he said with a twinkle. "We've got better auditing systems these days to keep the politicians honest."

Samuels recalled that he went into business on Fillmore street between Geary and O'Farrell amid the first disclosures of the huge bribery scandals involving Mayor Eugene Schmitz and political boss Abe Ruef.

"Ruef went to San Quentin," Samuels said, "and there was a supervisor who fled all the way back to Ireland."

CLOCK

Samuels, [illegible] old San Francisco's best known jeweler, moved [illegible] to Market street near Fifth. His famous street clock began ticking in front of his downtown shop on February 1, 1915, the opening day of the Panama-Pacific Exposition.

It was rebuilt [illegible] the street when the Albert S. Samuels Jewelry Co. -- "The House of Lucky Wedding Rings" -- shifted to its present premises at 858 Market in 1941.

Rapid transit construction forced retirement of the clock for three years, but it is now back in its old place. "It's still the most accurate street clock in the country," Samuels said.

Born in Karlsbad, Austria, on February 2, 1882, he came with his parents to San Francisco in 1891.

"My father had an ice cream and candy store on Folsom between Fifth and Sixth streets and we lived around the corner in Shipley alley," Samuels said.

APPRENTICE

After attending the old Lincoln Grammar School, he went to work as an apprentice watchmaker. "I worked four years for nothing to learn the trade," he said, "but I learned it. At 19 I got my first job with a jewelry store at Third and Market."

In the 71 years since then, Samuels figures he has handled "hundreds of thousands of diamonds" and he long has been recognized as a leading diamond authority on the Pacific Coast.

For some time, Samuels' son, Albert S. Samuels Jr., has been in charge of the family business. But the elder Samuels still goes downtown several times a week "just to look things over."

ANNIVERSARY

He and his wife Rhoda, who just celebrated their 65th wedding anniversary, live in a comfortable Pacific Heights apartment at 1880 Jackson street.

Samuels said he is looking forward to his 100th birthday. "I have no aches or pains of any kind," he said. "I have a few of my marbles left. I still play golf and occasionally break 90."

February 18, 1971

Letter to the Editor
Womens Wear Daily
7 East 12th Street
New York, N. Y. 10003

Editor:

In his article on San Francisco and our downtown retail area on 16 February, writer Bill McNeill had some critical comments about "the downtown scene which is festooned with weired types and money-cadging hippies."

San Francisco is certainly not unique in that area from any other large city, but we are unique in the manner in which we are slowly and methodically cleaning up the downtown area.

We have met, and continue to meet, with the Chief of the Krishna Monks to set down rules of behavior for these religious advocates in bright robes. We have talked to the manager of teen-agers who sell their specialized newspapers and to those who distribute literature to set rules of conduct on the street.

In cooperation with the City an entire floor of a downtown building has been set aside with booths for artisans and craftsmen to sell their wares, and get them off the street.

We are constantly on the alert, with the police, for over-aggressive street characters, over-zealous religious advocates, street beggars and the variety of problems one finds these days in downtown areas.

All these combined efforts are slowly taking effect in improving downtown San Francisco, which is important because the $1.2 billion BARTD system will soon start its operation. It is further important because the City is spending $34 million to renovate downtown Market Street, with new sidewalks of decorative brick, trees to be planted in 2.2 miles of sidewalk and spectacular plazas and specially designed street furniture.

So you see, we are entering a bright New Era in downtown Market Street and it is steadily growing into a beautiful new boulevard.

Sincerely,

Bernard Averbuch
Executive Director

BA:cw

40-Story Building For Lower Market Tallest on Street

Artist's concept of the new Tishman Building planned for First and Market Sts.

A 40-story skyscraper will join the Market Street lineup according to plans unveiled yesterday by Tishman Realty & Construction Co. and the Cahill Construction Co.

The 40-story, 1.2 million square foot building will rise on the site now occupied by the Underwood Building and several smaller structures.

The new skyscraper, which will be the tallest and largest structure yet built on Market Street, will cover an area bounded by Market, First, Stevenson and Ecker Streets.

Designed by John Carl Warnecke & Associates, the newest addition to the San Francisco skyline will occupy only 42 per cent of the actual site. A plaza with a 100-foot frontage on Market Street will extend to Stevenson Street, adjacent to the Standard Oil Building.

Perry S. Herst, Jr., vice president of Tishman's West Coast office, said work will begin construction at the site in about 12 months with completion by mid-1972.

The project will include an underground connection to BART's Montgomery Street station. A high-ceilinged second floor, accessible from the plaza as well as the first floor lobby, will be devoted to commercial purposes.

The Tishman-Cahill joint venture will be Tishman's 13th office building on the West Coast and third San Francisco high-rise.

The other two projects were the 1200 California Street apartment building and the 26-story First Savings Building at 425 California Street.

Tishman is currently engaged in the construction of the twin 110-story towers for the Port of New York Authority of a $600 million World Trade Center, with its twin 110-story towers, commissioned by the Port of New York Authority.

Dick Nolan

Those 15-Cent Bricks

Four million one hundred thousand bricks are one hell of a lot of bricks, I have been reflecting dyspeptically. At nearly 15 cents the brick our bill for this contignment of Irish confetti is likely to total a smidge more than somewhat.

What it comes out to, actually, is $603,500, that being the bid of the Higgins Brick Company, a Torrance firm which is not the low bidder, but possibly may be the successful bidder to supply the red mickies.

The bricks are sought for the new sidewalks and crosswalks of redesigned Market Street. The tortuous process of buying them began, oh, couple of years ago. As all the world knows, our subway-surface-redesign has been proceeding at a pace which is neither hot nor yet lukewarm, but rather treacley cold.

Our architects selected the kind of brick (high compression test, extruded) and the color (not red, not brown, kind of a reddish brown or possibly a brownish red) and this was solemnly passed by the Transit Task Force (hmmm?) and the Board of Supervisors, and bucked along to the Department of Public Works where (yawwwn) the kids processed a call for bids.

The call produced some beauties.

★ ★ ★

LOW BIDDER was Port Costa Products at $367,000. But it was rejected. Our experts contended that the firm was not offering extruded bricks, but (I guess) some kind of pattycakes, and anyway didn't say, "May I?" The bricks failed to meet the specifications, it was ruled.

The Muddox Company, Sacramento, came in second low at $498,750. But it was held that the company had not used the right bid forms and also had sashayed right when it should have allemaned left, and like that.

Cannon Brick Company, Sacramento, well known in the backyard barbecue trade as a maker of high grade mickies indeed, offered a price of $585,500. There were groans when its product failed the crush tests.

Which brings us to Higgins of Torrance and that $603,500 bid which is so close to 15 cents the bloomin' brick.

At last accounts Higgins was submitting its samples to the torture, and our experts were beginning to get a little nervous. They keep going this way, you see, and pretty soon they'll reach the high bidder, and a horrendous price of $809,200.

It is beginning to be asked — Is it possible no bricks in the world are as tough as our architects said these bricks ought to be?

It is like one of those dumb fairy stories where suitors submit to ridiculous tests, the winner to get the princess, half the kingdom, and all the pastrami he can eat.

Is our brick test in the same category as the king's insane desire to see a suitor slay the fiery dragon with three toothpicks and a box of snuff, while at the same time balancing a peanut on his nose and reciting the royal anthem backwards?

Our specifications, you see, require the prospective Market Street bricks to withstand a test pressure of 9000 pounds per square inch.

This happens to be exactly three times the national standard, as set forth in the standard code book for paving bricks. The book says 3000 psi is just dandy. We say 9000.

Already some of the brick companies which bid a little gaizzically to these specs are suggesting a second look and a new bid call.

★ ★ ★

TO COMPLICATE the picture the tile firms have been getting into the act. They wonder why, if you are going to spend all that kind of loot and demand those specifications, handsome tile (at 27,000 psi test) wouldn't be even better.

The Works Department, however says it doesn't want tile. It wants bricks. Bricks, like diamonds, are forever; at least that's the department's official view. What the department would really hate, though, is to start up that paper work again, all the way back to the architects, the Task Force, the Supervisors.

Still, as I started out saying brightly and cannot forbear repeating, 4 million bricks are a hell of a lot of bricks, especially at almost 15 cents a brick.

I, myself, putterer and amateur craftsman, can buy paving bricks at retail in quantities of one dozen, at less than 15 cents. For 4 million bricks shouldn't we be doing much better?

MARKET STREET RAILWAY COMPANY
[illegible]
SAN FRANCISCO, CALIFORNIA 94102

April 12, 1971

John D. Crowley, General Manager
Public Utilities Department
287 City Hall
San Francisco, Ca. 94102

Dear John:

I am in agreement with your letter of April 2, 1971 to Supervisor Dianne Feinstein that the proposal to operate antique streetcars on Market Street is unrealistic and unsound.

The proposal is hardly practical at this late date and the costs, as estimated by the proponents, would be $3 million the first year and $1.5 million operating costs each year. There is no such money available and I doubt if the taxpayers would agree on this sum being added to the tax burden.

There are more interesting proposals to promote, such as your intentions to bring double decker buses to Market Street and the downtown area. I have yet to hear of anyone coming out in support of this proposal for ancient streetcars.

Sincerely,

Eugene Friend
President

cc: Supervisor Dianne Feinstein, 235 City Hall

Bay Area Rapid Transit District

814 Mission Street
San Francisco, California 94103
YU 6-1818

May 24, 1971

Mr. Wallace Wortman
Director of Property
City and County of San Francisco
450 McAllister
San Francisco, California

Dear Mr. Wortman:

Property at gore corner at Oak, Van Ness and Market Streets

We have been advised that the Board of Supervisors of the City and County of San Francisco, by Resolution No. 252-71, adopted May 19, 1971, urged BART "...to retain Lot 1, Block 836, located at the gore corner at Oak, Van Ness and Market Streets, in public ownership for development of open-space plazas..."

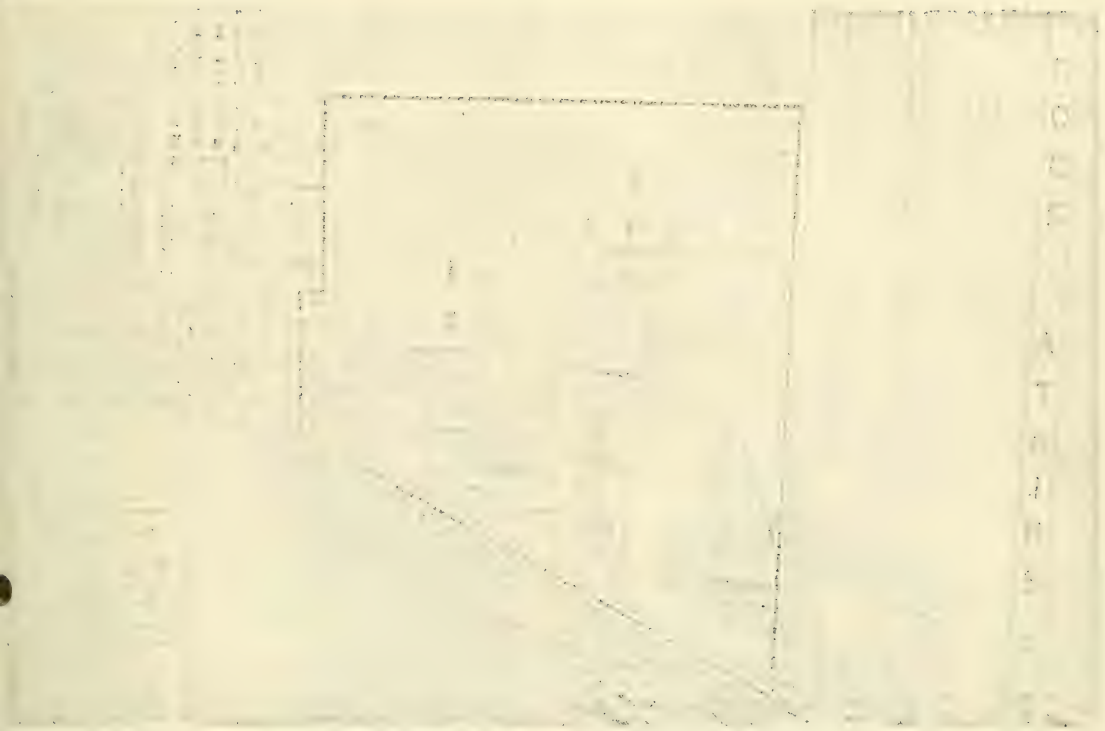
The subject property is presently being utilized under construction contract 1S0024, Van Ness Station. This use is expected to continue through August 31, 1973. BART has temporary construction easements involving surface use of the three immediate adjoining parcels along Market Street which would also be utilized for construction during this same period. Since the property was purchased as a convenience to BART in securing the necessary temporary construction use, it would normally be considered excess once the construction project was completed. Considering the Board of Supervisors' request that the property be retained in public ownership, BART will plan to retain this parcel and entertain an offer to purchase from the City and County prior to making arrangements for disposal in any other manner.

Very truly yours,

[illegible] BY
[illegible]ON

T. L. Carlson
Director of Real Estate

cc - Mr. Bernard Averbuch, Executive Director
Market Street Development Project
870 Market Street, San Francisco 94102



All the buildings in outlined area on south side of Market between Third and Fourth streets will be demolished.

Big Hole on Market Soon

Market street is about to lose some of its prominent front teeth.

Demolition contracts have been let by the San Francisco Redevelopment Agency along the south side of Market between Third and Fourth streets for a number of buildings beginning with the Paris Theater and extending east along the block to a food store at 747-749 Market.

Structures from 747 to 781 Market will be removed; all but one are now Redevelopment Agency properties. Their removal is apart of the $385 million Yerba Buena Center redevelopment project, a complex of convention and other commercial and recreational facilities.

The land will be vacant for about two years. The Redevelopment Agency was faced with the decision of leaving a hole or spending large amounts of money to shore up buildings destined to be razed. New underpinning would have been necessary because of below-surface work for an access pavilion connecting Yerba Buena Center with the Powell street subway station.

Buildings to be razed are now being made rat free, the first step before demolition which will begin in two to three weeks.

The Redevelopment Agency will erect a decorated barrier which will be in place until Yerba Buena Center construction begins

Market Street

Standard Oil Plans New S.F. Skyscraper

By Ralph Craib

Standard Oil Company of California has filed for a site permit for an 818 [illegible]-foot skyscraper on lower Market street, it was learned yesterday.

Beyond that it isn't saying much.

The company has acquired land at 559 Market street, has commissioned the architectural firm of Hertzka and Knowles to draw preliminary plans, has paid a \$400 city inspection fee. Still Standard spokesmen would only say that "no decision has yet been reached within the company on whether or not to build the building."

The site is adjacent to the plaza of the six-year-old Standard Oil Building between First and Second streets and also designed by Hertzka and Knowles.

STRUCTURE

The proposed building, according to the site permit application filed with the City Bureau of Building Inspection, would be 551 feet high, more than 200 feet higher than the firm's neighboring structure.

Company reluctance was apparently explained by fear of controversy. Numerous other highrise developers have been unwilling to discuss their plans ever since the Alvin Duskin six-story height limit initiative became legally qualified for the November ballot.

"We have orders from the chairman of the board (Otto Miller) not to discuss this," said a Standard employee. "And he's out of town."

A site permit is a legal preliminary to filing an application for a building permit. It enables a builder to obtain approval of city agencies of preliminary plans before final and detailed drawings are completed. Final plans, however, must not deviate from the plans submitted with the site permit application.

HEARING

Because the proposed building is located on Market street and because it is more than 400 feet high, it must be submitted to the City Planning Commission for a public "discretionary review" hearing. Time for that hearing has not yet been set.

Planning Department staff members have not yet completed their assessment of the building, but say that it conforms with the recently-adopted Urban Design guidelines.

Standard, which has its headquarters at 225 Bush street here, has some 5000 employees scattered in that and six other Financial District buildings at the present. Its present Market street building houses only some subsidiary operations.

San Francisco Chronicle
Thurs., Oct. 14, 1971

A Success Recipe

Mr. Hamburger Tells Story

15 Feb 1972

By Sidney P. Allen
Financial Editor

IF YOU RELATED Ray A. Kroc to memism and apple pie he might take you in the eye. Or at least retort that you're [illegible].

Nevertheless, he is today as genuinely American, symbolically, as either.

For Kroc is the one and only "Mr. Hamburger," and what could be more American than that.

He is chairman and chief executive officer of McDonald's Corporation, the world's largest hamburger restaurant system. Just recently he officially opened McDonald's first restaurant in our town. For that he was given the key to the city by Mayor Joseph L. Alioto yesterday.

He said, with obvious pleasure, that the store — on Ocean Avenue — grossed an amazing $106,000 in September, its first full month of operation. And that despite being picketed.

McDonald's next store here, to be at old Woolworth location at 1041 Market Street, will rate as the first "beautified" McDonald's. That is, it will be in keeping with the plans for outer Market. It will open early next year.

Kroc is also Mr. Horatio Alger, the American success story, in the flesh. He rates as a living legend.

You've likely heard his story. He's the high-school dropout who has, in the words of Reader's Digest, sold enough hamburgers to form a chain 18 times around the earth. And he did it all after he had passed the age of 50.

And it all began somewhat by accident.

★ ★ ★

RAY KROC has a small Chicago company that distributed Multimixers—machines that could mix five malted milks at one time. In 1954 he discovered that a small restaurant in San Bernardino, California, run by Mac and Dick McDonald, had eight of his machines.

Nobody else had as many. Kroc went to see the McDonald operation, found people standing in line clamoring for 15-cent hamburgers.

Thinking about how many more Multimixers he might sell them, he asked the McDonalds why they didn't open more restaurants. They countered that if they opened a chain they'd never be home.

Kroc got them to agree to let him franchise their outlets anywhere in the country, in exchange for one-half of one per cent of gross receipts.

And he opened his first McDonald's in a suburb of Chicago in 1955, when he was 53 years old. By 1960 there were 228 McDonald's.

Then in 1961 Kroc bought the contract, with name and formulas, from the McDonalds for $2.7 million.

He chuckles when he recalls the agonizing involved in raising that then huge sum. It involved key man life insurance, all the collateral he could find, and about 24% per cent of the equity in his restaurant chain—which has helped to enrich the insurance companies that accommodated him.

★ ★ ★

NOW KROC IS on route to Honolulu for the annual McDonald's National Operator's Convention. There'll be about 1800 attending. That's how many McDonald's restaurants are operating today, about a quarter company owned and the others franchised.

And "Mr. Hamburger," bubbling enthusiasm at age 69, says "we haven't scratched the surface internationally yet."

He has reason to bubble. McDonald's will gross close to $750 million this year, up from $587 million in 1970. And he expects earnings will be "up 25 per cent over 1970." (They came to $1.23 a share for the first half this year.)

He owns about 3.5 million of the 12 million outstanding shares, still.

And it pleases him to be reminded that a share of McDonald's, first offered to investors in 1965 at $22.50, now has a market value equivalent of over $100, after splits, etc.

There's a touching little addenda, too. His long-time secretary accepted stock in lieu of dollars back when the going was lean. Today she holds shares worth over $30 million.

There are no secret recipes or ingredients," says Kroc. It's a system, based on quality, service, cleanliness—plus a very big portion of persistence and determination.

McDonald's to Open Downtown S.F. Hamburger Unit

McDonald's, the nation's largest hamburger restaurant chain, opens its newest unit today at 1041 Market St.

Gary Cain, formerly the manager of McDonald's in Pacifica, will manage the Market St. restaurant with Pat Newbury serving as supervisor for the San Francisco area which also includes the McDonald's at Ocean and Brighton Aves. opened last August.

POLICE DEPARTMENT

CITY AND COUNTY OF SAN FRANCISCO

HALL OF JUSTICE
850 BRYANT STREET
SAN FRANCISCO, CALIFORNIA 94103

ADDRESS ALL COMMUNICATIONS:
DONALD M. SCOTT
CHIEF OF POLICE

4 November 1971

OFFICE OF THE
CHIEF OF POLICE

IN REPLY, PLEASE REFER TO
OUR FILE: H-1242/12 (229.5)
Your Contract 183014

Mr. Jack M. Barron
Project Manager, Transit Task Force
1182 Market Street, Suite #422
San Francisco 94102

Dear Mr. Barron:

This department recently received the enclosed drawings for review and comments. The following is directed to Drawing M-26, Sheet 2:

This department is of the opinion that three lanes of traffic should be maintained into Fourth St. at Market St., especially during the peak hours when more buses are operating on Stockton St. crossing Market St. into Fourth St.

Due to the shifting of traffic lanes during the different stages of the work, much manuveuring by motorists will be required when crossing Market St. from both Ellis and Stockton Sts. into Fourth St. Undoubtedly this will slow traffic, and it will take time to clear the intersection even after the signal light has changed to red. This, in turn, will affect Market St. traffic. Three lanes of traffic will help to minimize manuveuring problems.

As Fourth St. is a direct route to the Freeway and to the South of Market area, it is felt that few motorists alter their way of travel. Any back-up of traffic at this point will no doubt affect traffic in the general area.

Because of the above, this department feels that contractors should be compelled to maintain three lanes of traffic into Fourth St. during the peak hours, and if possible at all times.

Sincerely yours,

DONALD M. SCOTT
CHIEF OF POLICE

By: T. THOMAS LAMAGNA
DIRECTOR OF TRAFFIC

enc.

McGuire and Hester
GENERAL CONTRACTORS
796 - 66TH AVENUE
TELEPHONE: AREA CODE 415 - 632-7676
OAKLAND, CALIFORNIA 94621

27 March 1972

MARKET STREET DEVELOPMENT PROJECT
870 Market Street
San Francisco, CA 94102

Attention: Mr. Bernard Averbuch
Executive Director

Subject: Letter to the Editor (copy encl.)
(San Francisco Examiner)

Dear Mr. Averbuch,

Per our telephone discussion last week, I am enclosing a copy of the letter rebutting Mr. Piper's letter published in the Examiner editorial section.

The letter is being mailed today, so the Examiner should receive it about the same time you receive this. I very much appreciate your offer of assistance in getting it published, should the editor not follow through within a week or so. The letter is written by a McGuire and Hester engineer on the Market Street Reconstruction project, and sent from his home address.

Thanks again for your interest.

Very truly yours,

McGUIRE AND HESTER

Ron Bredehoft
Project Manager

RB:php

Encl.

231 Roosevelt Way
San Francisco, CA 94114
22 March 1972

The Editor
San Francisco Examiner
110 5th Street
San Francisco, CA

To the Editor:

Several days ago, a letter was published in your column under the headline, "Plea from a Merchant." It is my opinion that his perspective does not reflect that of the general public, or many of the other merchants on Market Street.

The BART project, and its associated projects such as the beautification of Market Street, are mammoth undertakings. No work of this size can be done without great difficulty and sacrifice on the part of many; and, I think the majority of citizens realize this. The foresight and common sense of the average San Franciscan has been clearly demonstrated by the initial act of passing the bond issues for these projects, some years ago. The voters realize that mass transit, especially coupled with redevelopment and beautification of their city, is necessary and valuable to ensure a vital and harmonious future for the Market Street area.

Partly in evidence, partly backstage at this date, are the optimistic plans--backed by resident capital funds--for new buildings and other facilities along Market Street. The Market Street Development Project, sponsored by business, is a welcome positive force in all aspects of developing Market Street toward attractiveness, cleanliness, and being a generally hospitable business and leisure area. The Master Plan for the "main avenue" of San Francisco will be the reward for enduring the temporary discomforts of construction through the heart of the city. And, it is abundantly clear to anyone who has looked into the huge excavations that doing this work is an intricate and delicate task--one that cannot always be done as expediently or neatly as an idealist would wish.

Yet, during construction, the Market Street pedestrian does not find a deserted walk, but a busy center-city street, in the midst of living. New stores open as some merchants see the continuing pedestrian flow as an opportunity to profit.

News articles from time to time decry the delays and tribulations involved in BART and its related projects, yet the opening day certainly will come within a short time. And, in the decades ahead the country will be citing San Francisco as the city that had the practical wisdom to plan and regenerate to avoid the decay that other urban areas are experiencing.

Very truly yours,

Perry H. Petersen, Jr.

Mon., Mar. 20, 1972 S.F. Examiner

Editor's Mail Box

Plea From a Merchant

To the Editor:

. . . As of the only things beautiful we have seen regarding the Market Street "beautification" is the private car owned by one of the construction companies when he parks on the street. We have felt this is particularly unnecessary since these men have an office upstairs with telephone.

Merchants had hoped that very definite rules and regulations had been set down for the reconstruction of Market Street: That these rules and regulations would be rigidly enforced and that penalties for not observing these rules and regulations had been provided for. Apparently not.

We feel that it should not be necessary to store materials in the work area for days, weeks and even months on end without using them . . . There was an excavation open in front of our store for half a block and for fully three months and was not worked on most of this time. We feel that they should be covered when not being worked on.

ANY MERCHANT or individual on the street can tell you that the work areas are a filthy mess. No effort at all is being made to keep these areas clean. Debris has lain in front of stores on Market Street for a period of days, weeks or even months . . .

We have discussed this matter with an official of BART and we had been advised that the construction companies currently working on Market Street have been given far more latitude than is necessary and that was allowed in the construction of the subway stations. Very little effort is made by The City to control the numerous companies working on Market Street.

If something is not done soon to control these companies and to absolutely force them to keep their areas clean, then the only thing that we will have left on Market Street after "beautification" is dirty book stores and 25 cent hot dog stands . . .

R. N. PIPER
San Francisco

6 San Francisco Chronicle ★★ Tues., April 18, 1972

Supervisors Turn Down 7th-Mission Study Plan

The Board of Supervisors yesterday rejected a proposed planning study to make a redevelopment study of the area around Seventh and Mission streets in downtown San Francisco.

The 6 to 5 vote came after an hour-long debate in which one group of supervisors argued that a redevelopment plan would give the area near the Main Post Office and another group said it would doom it.

Ronald Pelosi, who championed the proposal, urged his colleagues to approve the preliminary step so that planning could start and the city could take advantage of enormous credits from the Federal government for public projects in the area.

WASTED

"It would be a wasted opportunity not to give this a chance," he said. "The last thing we want is another 15 square blocks of the downtown area leveled and going nowhere."

Pelosi argued that a $50 million redevelopment project in the area could be financed almost entirely from federal funds, with the city's share covered by credits for Market street beautification, new sewers, street improvements and rapid transit.

A majority of his colleagues disagreed. They voted with Supervisor Dorothy von Beroldingen, who said the city should "complete the redevelopment projects we've already undertaken before starting another," and Supervisor John Barbagelata, who said the area will restore itself through natural economic forces when transit and beautification are completed.

STUDY

Supervisors von Beroldingen and Barbagelata were joined in opposition by Supervisors Roger Boas, Dianne Feinstein, Quentin Kopp and John Molinari. Pelosi, Terry Francois, Robert Gonzales, Robert Mendelsohn and Peter Tamaras voted for the proposal.

Pelosi had asked for an 18-month study by the Planning Commission to determine the precise boundaries which would be considered for a redevelopment project.

In his original announcement on February 25, he proposed a residential and commercial rebirth of the area, including construction of 4,000 new units of housing and rehabilitation of 4,000 other units.

Property owners had a mixed reaction to the study, though most seemed to be opposed, and south-of-Market community leaders also seemed split on the issue.

Supervisors in support of the planning phase of the project argued that credits generated by the new project could, in turn, help finance housing projects in the Mission and Chinatown areas.

Others warned that approval would guarantee a stagnation of the land between Mission and just north of Market, between the Powell street and Civic Center transit stations.

LOUISIANA STATE UNIVERSITY
AND AGRICULTURAL AND MECHANICAL COLLEGE
BATON ROUGE · LOUISIANA · 70803
School of Environmental Design

OFFICE OF THE DEAN

April 20, 1972

Mr. Bernard Averbuch
Executive Director
Market Street Development Project
870 Market Street
San Francisco, CA 94102

Dear Bernie:

It was good to see you on my recent visit and to catch up with all that is going on. Unfortunately, your letter has only just arrived with a notation on the envelope that it has been "stuck in the building mail chute"! It is good to learn of the progress being made on the Embarcadero Station and the model sounds superb. Incidentally, I understand that they are using clear span pre-stressed concrete beams. This is something that we encouraged them to do on all their stations. Once again eight years elapse before a good idea is put into operation!! I hope that the ceremonies went off successfully and that the open house at the Powell Street Station will be equally successful. Don't forget when they finally get around to opening the Embarcadero Station, I want to be a part of the program. Looking forward to seeing you again soon.

Yours sincerely,

Gerald J. McLindon, Dean
School of Environmental Design

sp

San Francisco Chronicle ★ Fri., July 14, 1972

The Orpheum Will Light Up Again

By George Murphy

Unsinkable Barney Gould, San Francisco's dauntless entrepreneur, launched a new project yesterday — his time on land.

Barney, who is to showboats what Seymour was to jocks, announced that he (with some unidentified backers) has leased the Orpheum Theater on Market Street for three years.

Into the Orpheum, he told a press conference in the theater's ornate lobby, he plans to bring "road attractions, concerts and our own productions of plays, dramas and musicals."

The new Orpheum, he emphasized, "will not be in competition with the Curran or the Geary. They're generally booked for so much of the year that many shows that want to play in San Francisco can't find a theater."

The 2000-seat theater, built in 1926, won't need much refurbishing, Barney said.

"It's really in pretty good shape. You know, 'Hair' played here for a year, and that's another thing. Market Street was in even worse shape then than it is now, and yet they got audiences."

Barney said that when BART is finished, the Orpheum will be within a few steps of the Civic Center station, so "someone can get on a train in Fremont, come here and see a show, and then just hop on a train and get home quickly."

The first attraction at the Orpheum, beginning August 1, will be "The Big Show of 1936," Barney said.

"It's a vulgar show, but not dirty," he explained somewhat mystifyingly.

In "The Big Show," will be Jackie Coogan ("The Kid"); Beatrice Kay, the Gay '90s singer; comic Vince Barnett, the Ink Spots; Sandra Warren-ton O'Brien; and Allan Jones ("Donkey Serenade"), who will be MC.

ENTREPRENEUR BARNEY GOULD
'It's a vulgar show, but not dirty'

A featured attraction will be fan dancer Sally Rand, whose Nude Ranch on Treasure Island during the 1939-40 World's Fair was known at the time as the "Island of Lost Men."

Barney said after the Big Show's two-week run, he has some other productions "penciled in." These might include "Follies," a New York hit, and a production of "Jesus Christ Superstar."

Barney for many years attempted to get a showboat along the San Francisco waterfront, but was plagued with troubles (a fire, one sank, the City wouldn't grant a permit, etc.).

He is, as ususal, undaunted.

"I'm still going to have a showboat," he said. "I think we have a more enlightened city government now than we had ten or 12 years ago. But this project comes first."

Asked to explain why he's into the legitimate theater business now, when such houses are closing across the country, Barney quoted Shakespeare (Julius Caesar, Act IV):

"There is a tide in the affairs of men, Which, taken at the flood, leads on to fortune; /Omitted, all the voyage of their life/Is bound in shallows and in miseries. We must take the current when it serves,/Or lose our ventures."

Barney added: "You don't have to mention it was Brutus who said that."

Curtains For the Orpheum

Barney Gould, the theatrical producer, announced yesterday the end of the short-lived career of the venerable Orpheum on Market street at Hyde street as a legitimate theater.

Gould reopened the old vaudeville-movie house last August and produced three shows — The Last Man of La Mancha, having a run of four weeks.

He attributed the closing to the inability to book road shows and put the blame largely on ACT, the San Francisco repertory theater.

'MONOPOLIZED'

"We do not enjoy the substantial subsidy that enables ACT to go hatless into deficit financing, despite the fact that they have monopolized all available former road and stock offerings," Gould said.

(A spokesman for ACT said: "Mr. Gould's statement that we are monopolizing theater here is an overstatement. Of the notable Broadway productions of the past five years, we have had only a handful. There is plenty of activity here besides ACT, which is as it should be. As for the subsidy, we are a repertory company — and a drama school.")

Gould also assailed Mayor Joseph Alioto's espousal of a proposed "super-show complex" behind the Opera House at an estimated $18 million (at current prices).

IDEAL

"The Orpheum, which is also a four-story office building that could be converted into smaller theaters and meeting rooms for community groups, is ideal for such a Performing Arts Center," he said. "And it is ideally located, with the Civic Center Station of BART just a half-dozen steps from the Orpheum box office.

"The Mayor's is a progressive plan for the future — the Orpheum exists now as a potential performing arts theater."

Plans for the idled Orpheum, owned by North Coast Theatres of Los Angeles, are indefinite.

By William S. Young

Producer Barney Gould wrote a final message on the theater's marquee.

PROGRAM, April 4, 1973 ★★★ San Francisco Chronicle 3

SAN FRANCISCO, CALIFORNIA 94102 • 392-2000

CONTRACT 1Z4484

TRACKWORK

EMBARCADERO STATION TO

DUBOCE PORTAL

The work includes the construction of approximately 24,880 feet of concreted subway track, three mainline turnouts and two double crossovers in existing subway structures beneath Market Street on MUNI level between Embarcadero Station and Duboce Portal, furnishing and storing 18,000 feet of continuous welded rail and 60,000 rail fasteners, and furnishing and installing 13,000 feet of steel walkways and steel handrails.

Advertising for this Contract is scheduled for November 2, 1971. The duration of the Contract is to be 510 calendar days after Notice to Proceed, with completion of construction scheduled in August, 1973.

This Contract is subject to a financial assistance contract between the District and the United States Department of Transportation.

The Controller certifies that funds are available for this purpose and, in accordance with Resolution No. 1320, that adequate funds remain to complete the basic system.

It is recommended that permission be granted to advertise this Contract.

UNITED STATES POST OFFICE

SAN FRANCISCO, CA 94101

OUR REF: JJ:ew4/6 DATE: June 2, 1972

SUBJECT: P.O.CL:

TO:

Bernard Averbuch
Executive Director
Market Street Development Project
870 Market Street
San Francisco, CA 94102

Dear Mr. Averbuch:

In compliance with your letter and request dated May 25, 1972, relative to the resolution of some problems that the United States Postal Service will experience, resulting from the Market Street Project.

The following matters are submitted for your agenda and discussion:

1. Collections of mail chutes on Market Street.

2. Delivery of Parcel Post and VIM mail on the north side of Market Street.

3. Parking on side streets (for loading and unloading vehicles) on the north side of Market Street.

4. Cooperation by the City Traffic Department concerning the issuance of citations to Postal Vehicle drivers.

It is felt that a resolution to the above can and will assist us in giving our customers good service, while conforming with the aim and goal of the project.

Your scheduled meetings will have the following persons representing the United States Postal Service:

Mr. H. R. Waters
Assistant Director of Operations
for Local Services

Mr. J. Johnson
Superintendent, Delivery and Collections

Mr. W. J. Adami
Assistant Superintendent, Delivery & Collections

Thank you for the invitation and your deep concern for our problems.

Sincerely,

J. Johnson
Superintendent, Delivery and Collections
P. O. Box 3000
San Francisco, CA 94119

STATEMENT TO THE PRESS AND PUBLIC

APR 2 1973

by BARNEY GOULD, Producer

It is impossible to operate the Orpheum Theater successfully under current conditions.

Therefore we are returning our three-year lease to Nort Coast Theatres of Los Angeles for whatever plans they may have for the use of the property.

We have pride, as our patrons have had pleasure, in the three seasons of widely varied appeal we have offered at the Orpheum (since our opening on August 1, 1972) to a responsive and growing audience.

Our own production of the great musical, MAN OF LA MANCHA, starring Alvin Jones, drew both critical praise and standing ovations. However, despite encouraging box office business for four weeks in November, LA MANCHA lost money. This was due to (1) extraordinary production costs in emergency circumstances and (2) the failure to secure a promised road tour to amortize those costs.

The decade of disaster to businesses on Market Street was announced as ending with the coming to San Francisco of B.A.R.T. in June '72, which date was important in our anticipation. (The Civic Center station is at the door of the Orpheum.) Now it is doubtful if the revised September date will be met -- too late for us, of course.

Meanwhile the Market Street crossing at Hyde and Eighth continues to mock us of the Gold Rush era sign: "This street is impassable -- not even jackasses." Furthermore skid row types have made our Civic Center a hangout. One cannot walk the block in front of the Orpheum without being accosted. The theater's outer lobby each day is littered with human debris. And at night patrons are reluctant to come to Market Street.

This latter fact is made most emphatic by Friday's newspaper statement by the veteran management of the Golden Gate, a theater as historic as the Orpheum that they are closing "indefinitely".

It is idle, in this brief space, to go into the current and complicated problems of show business. Suffice it to say that the Orpheum is far from the only legitimate theater in financial trouble. Even the great "edifice complex" of New York's Lincoln Center and Washington D.C's Kennedy Center (to name but two) suffer from severe capital and theatrical product problems. And Los Angeles' huge Music Center, though its three theaters are apparently flourishing, is also experiencing heavy costs of maintenance and amortization.

We leased the Orpheum in the confidence that San Francisco badly needs a Performing Arts Center (as in other major cities) and a generous-sized theater to house both resident and road attractions. Many touring shows now skip San Francisco because of the unavailability of the Curran (L.A.-S.F. Civic Light Opera season) and the Geary and Marines (both pre-empted by the "non-profit" American Conservatory Theater). Today's road theater, unfortunately for us, has become a "seller's market" and the Broadway and other attractions that the Orpheum has been offered all have demanded big guarantees to come to San Francisco. The new Shubert Theater in Century City, L.A. has been forced to pay those guarantees to play the same visiting attractions we have been obliged to turn down. The Shuberts must afford that gamble -- we can't.

Like us, we do not enjoy the substantial subsidy that enables the A.C.T. company to go blithely into deficit financing, despite the fact that they have successfully all available former local and stock offerings -- from Wall Street through Sloan, Merrill, THAT Chamberlain Shaw, and even the Bank of America. This commercial competition has been backed by the local drama press, these editors have yet to set foot in the Orpheum during our occupancy.

Surely San Francisco can support more than one professional producing theater.

The Orpheum, incidentally, is also a four-story business built [illegible] which can eventually become a fine Performing Arts Center, including smaller theaters -- as in N.Y's Public Theater and their Mercer Arts Center -- as well as offices and meeting rooms for community groups.

However our imaginative Mayor recently revealed plans for a [illegible] complex behind our great Opera House to rival the Performing Arts Centers of the above-mentioned cities. The cost is estimated at 18 million dollars and Mayor Alioto proposes to put aside each year one million of Federal revenue-sharing funds for five years as a pump-primer. Private capital and foundation matching money would presumably make up the $13,000,000 difference. But how realistic (with inflation) is the 18 million dollar figure? Remember Candlestick Park -- and BART!

This is a progressive plan for the *future* -- but the Orpheum exists NOW as a potential Performing Arts Theater. It submits our brief but significant record toward that goal. Assuredly such an elaborate and expensive complex as the Mayor is suggesting will take more than three years to finance and build.

In 1976 San Francisco and the Nation both celebrate 200th birthdays. It is a long-overdue time for Our Town to re-gild the tarnished slogan: "San Francisco - The City That Knows How".

So as we say Hail and Farewell to the Orpheum, saluting our own private enterprise adventure, we challenge public enterprise to embrace an historic Civic Center theater for a practical Performing Arts Center up to and through the celebration year of 1976!

-30- Yours truly, BARNEY GOULD

Five and Dime

San Francisco Chronicle ★ Wed., July 19, 1972

The Merchant Has His Reward

By Sidney P. Allen
Financial Editor

AS A MATTER of parochial interest, the F. W. Woolworth's store at Powell and Market streets continues to chalk up the greatest volume of sales of any of the several thousand Woolworth stores across the Nation.

And it doesn't even have a parking place for a customer.

That says something about the significance of location, of foot traffic, of merchandising technique, and of the potentialities for trade on Market street despite lingering construction bottlenecks.

It says enough to company management, from Pacific regional vice president E. W. Kauffman down, so that the great store is being redone, inside and out, in preparation for the opening of BART, hopefully by the fall of 1973.

At that time, of course, the great anticipation is that the store will do a lot better yet.

The story of Woolworth's rise into the ranks of the big four American merchandising firms, with sales last year of $2.8 billion, is a little different. For little more than a generation ago the chain was popularly known as the "Five and Dime" — and most items carried in its modest variety stores came within that price range.

That, to be sure, was a time when the nickel and dime still commanded a certain respect as money.

Still, it's difficult to think of parlaying small change into a $2.8 billion business. And, of course, it wasn't strictly the case.

Woolworth didn't fight that image. It simply moved with the tide of shifting consumer needs and tastes. And it moved swiftly, as it continues to do, and to swing forward with new marketable ideas.

Grandma, for instance, never would have thought of the "Five and Dime" for lunch. Yet today, says Kauffman, it is one of the largest purveyors of food in the world, in the hundreds of millions.

Nor would grandma have thought of Woolworth's of the "Five and Dime" for lunch. Yet today, says Woolco, the company's discount one-stop-shop stores, carry lots of items in the $100 and $200 price category.

"It's always exciting, and challenging, moving with customer wants and trying to anticipate," says Kauffman.

And forever striving to better yesterday's marks.

The executive obviously likes what he's doing. He says he quit a better paying job to join Woolworth in Ohio in 1935 as a management trainee. In 24 years he has worked his way into the company's biggest job — in one sense. The Pacific Region over which he officiates extends from Alaska to Hawaii to New Mexico and even part of Texas.

It's an arena with ample room for innovation and

Page 16—S.F. Examiner
Wed., Aug. 9, 1972 ☆

5th-Market Bricks to Come Up

By H. W. [illegible]

There's little doubt that the new brick sidewalk at the southwest corner of Fifth and Market Streets must soon be torn up again for an extensive construction period.

The position arose yesterday when it was disclosed there was an impasse over construction of a special entrance to the BART subway station at that location by the Lurie Co., owner of the building formerly occupied by the J. C. Penney Co.

The crux seems to be that the Lurie Co., owned by financier Louis Lurie, doesn't know what's to become of the building and that the cost of building the entrance has skyrocketed since the agreement was made with BART some three years ago.

Cost Figures

Robert Lurie, vice president of the firm, said that the lowest estimate received from three contractors is over $270,000. BART's original estimate was in the area of $200,000.

BART passenger projections indicate that the corner will be a high-volume passenger producer and the district will have to build a sidewalk entrance if the deal with Lurie isn't consummated.

But here again, there is a discrepancy over the cost.

When the Lurie deal was made, BART estimated a sidewalk entrance cost at $81,000 and agreed to [illegible] the Lurie project with that amount. Now, the estimate by David G. Hammond, BART chief engineer, is $190,000.

Compromise

Lurie has told The Examiner he would be willing to "make a compromise by donating a minimum of $50,000" for the sidewalk project.

He might even contribute more, he said, but first he would like to know how the cost has escalated from $81,000 to $190,000 in such a short time.

Hammond explained that part of the cost is due to inflation and part is to have to re-excavate, replace the new bricked sidewalk and possibly to relocate trees and benches scheduled to be part of the Market beautification at the site.

Lengthy Job

In any case, BART officials estimated, the design, obtaining necessary permits from The City and then awarding a contract will take eight months.

That would bring the date for beginning of construction to next May and another eight months would be required for construction, they estimated.

BART train service is expected to begin on Market Street by next June. Thus the station would be operative for seven to eight months without the high-volume entrance, but with another long period of surface disruption.

The Lurie entrance was planned to go into the basement level of the Penney building and also was to provide access to the public when the building was closed.

J. C. PENNEY TO CLOSE

17 August 70

By MAUREEN ODDONE

The J.C. Penney Co. will close its Fifth and Market St. store in "early 1971," with no downtown relocation plans, because the firm has found it "increasingly difficult" to merchandise its products in the 57-year-old building, it was announced yesterday by Western regional manager R. Van Kleek. In revealing that his company has decided not to renew its lease in 1972 on the 360-000-square-foot Lurie Co. building which it has occupied since 1946, Van Kleek said that with the current trend toward two-level stores for the "middle market" which Penney aims at, the multi-level Lurie building causes selling problems.

"We don't employ such methods as bargain basements, for example," he commented. "All of our items are aimed at the same market, so we now look for 150,000-160,000-square-foot plants of at most three levels for easier merchandising through greater adjacency. The Lurie building has eight levels with 176,236 feet of net sell area."

He added that the "difficult" merchandising conditions in the store, at one time one of the largest in the Penney's chain in terms of size as well as sales, have made it "impossible to get a reasonable level of profit in recent years."

In addition, he commented that "both we and the landlord are aware that a needed refurbishing of the building, in line with Market St. redevelopment plans, will have to come soon and could cost several million dollars." Our current profit level does not make such an expenditure feasible."

He said that the firm, which first entered downtown San Francisco in 1934 in smaller quarters adjacent to The Emporium, has no plans to relocate in the area because a more suitable plant than the Lurie site is "simply not available."

"We have looked and looked and couldn't find a thing," he said.

Van Kleek said that negotiations are already under way with various unions on what will happen to the store's 200 employees when closure occurs, a process he said could take from the early 1971 formal door-shutting until the lease expires April, 1972, to complete.

According to Louis Lurie, his firm has "several" prospective tenants in mind for the location which is valued at more than $3 million.

The Penney announcement was more than unexpected, especially in view of plans announced last week for the Lurie firm to cut an underground entrance into the Bay Area Rapid Transit District station at that corner.

Approved by BART, the entrance would have featured an arcade leading into the station and with easy access to the store basement for BART-riding shoppers. Lurie indicated, however, this project will go ahead, presumably as a further inducement for prospective tenants of the building.

Lurie said his firm is currently talking with a general merchandise concern "much bigger than the Penney Co." but he declined to identify it.

He said the prospective tenant does not now have an outlet in San Francisco.

S.F. Examiner-I
Cont' R Mon., Aug. 17, 1970

Penney's Will Close S.F. Store

Plans for closing J.C. Penney Company's six-floor downtown department store at Fifth and Market Streets some time early in 1971 were revealed today by company officials.

Penney's has been in business at that location for 25 years, and in downtown San Francisco for 37, according to Robert R. Van Kleek, vice president and western regional manager.

Van Kleek said the shutdown was decided because the layout of the store makes it difficult to market merchandise at a reasonable profit despite a good volume of business.

The closing will affect about 200 employes. Discussions are under way at present with the various unions involved to save as many jobs as possible, Van Kleek said. After the shutdown, the nearest Penney store will be the one at the Westlake Town and Country Shopping Center.

Van Kleek said the lease on the Fifth and Market premises expires in 1972, but indicated no attempt will be made to remain in business until then.

Lurie Property

The owner of the property, the estate Louis L. Lurie, said he has no doubts he will find another tenant promptly.

"We've got several in mind and we're talking to one right now — much bigger than the Penney Company," he said.

Lurie would not disclose the name of the firm and said it would deal in general merchandise and does not now have an outlet in San Francisco.

Van Kleek said the store closing was not caused by BART construction on Market Street. The volume of business has been good, he said.

He also denied the general economic conditions of the moment affected the decision.

Selling Space

He pointed out the store's total area of 300,000 square feet includes only 178,000 of selling space, and that signing a new lease would involve a major refurbishing involving several millions of dollars in capital investment.

By comparison, he said, the Emporium has 109,000 square feet of selling space on its main floor, and the same in its basement floor.

"Our strength," he said, "lies in two or three-level plants with 150,000 square feet offloorspace."

The closure will mean a total of 31 Penney stores in the Sacramento-San Jose-Bay Area.

Six new stores have been opened in the area in the past four years, Van Kleek said, and a new Penney store is due to open in the Eastmont area of Oakland some time inOctober.

BART
BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone 465-4100

May 3, 1972

GEORGE M. SILLIMAN
PRESIDENT

WILLIAM H. CHESTER
VICE PRESIDENT

B. R. STOKES
GENERAL MANAGER

DIRECTORS

ALAMEDA COUNTY
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FRANK N. ALIOTO
WILLIAM C. BLAKE
WILLIAM H. CHESTER
WILLIAM M. REEDY

Mr. Jack M. Barron
Project Manager
Transit Task Force
1182 Market Street
San Francisco, California 94102

Subject: Lurie Special Entrance to Powell Street Station

Dear Mr. Barron:

This letter is written to substantiate what was told to you by Mr. Pehrson of our organization on May 3.

We have advised you to hold up the placement of the sidewalk brick in front of the Lurie property at 5th and Market because this brick will have to be removed when the entrance to the BART station is constructed. Construction of this entrance will require excavation in the sidewalk area. Putting down the brick sidewalk at this time will be a waste since it will have to be removed.

However, the decision of what to do must be yours. We do not intend to bear any costs of delays or change orders if you decide to delay this installation. The sidewalk in front of the property is the responsibility of the property owner. The property owner has an agreement with BART to build an entrance at the point in question. It, therefore, appears that the City may wish to contact the Lurie Company directly concerning whether the sidewalk brick should be installed now or stockpiled for later installation after the entrance is complete.

We are sending you plans for the Lurie Entrance under separate cover.

Very truly yours,

W. R. McCutchen
Chief of Design

cc: R. Lurie
B. Averbuch
(Market St. Development Corp.)

Tues., Sept. 5, 1972 Page 62—S.F. Examiner

New Beauty for Market Street

In about 18 months, this is what you'll see while waiting to grab a cable car at the turnaround at the foot of Powell Street. The triangle, known as Halladie Plaza, will be conspicuously marked by a new $4 million eight-story building to be put up by Citizens Savings & Loan, the association's third office on Market Street. The project, to be started late this year, is slated for completion by January, 1974. There will be seven stories of office space over the S&L's ground floor branch. The Plaza, a feeder for BART and Muni's subway opposite Fifth and Market, is expected to be one of the busiest spots on the beautified Market Street.

Page 14—S.F. Examiner ☆☆☆ Tues., Oct. 10, 1972

Blake Plans Hamburger Tunnel

By Donald Canter
Urban Affairs Writer

William C. Blake may see is tunnel dream come true et.

Blake, who as a supervi-or, dreamed out loud of uilding freeway sized tun-els, is dickering for permis-ion to dig his own private ne.

A dream of a deal by any landard, the Blake Tunnel ould allow rapid transit pa-rons to buy a Big Mac ham-urger without surfacing.

Blake, The Examiner rned, has just leased the ond floor of a four story ilding owned by him at Market near New Montgom-ry Streets to the McDon-ald's chain for use as a hamburger palace.

Before resigning from the Bay Area Rapid Transit District Board last week, he told the BART staff he wanted to build a mini tunnel to connect the McDonald's restaurant with the mezzanine of the Montgomery station.

Wally Mersereau, BART's property manager, said the tunnel proposal is still in the "discussion stage" and will have to be approved by the BART board of directors before it can be built.

By resigning from that board, an action for which he gave no reason, Blake technically sidestepped a possible conflict of interest situation.

In an action that escaped public attention, the Board of Supervisors gave Blake permission in early September to dig the tunnel under the public street to his 609 Market St. building.

At that time there was no mention that the tunnel would be for the benefit of McDonald's, whom the Board of Permit Appeals, under strong union pressure, had then barred from opening eateries in the Marina and Mission Districts.

Last week, the board made it three in a row by refusing to allow McDonald's to open one on California Street even though a permit had been granted already because of compliance with all City codes and regulations.

McDonald's has been at odds with organized labor for its refusal to sign either a union contract or pay prevailing union wages.

Two existing McDonald's restaurants, at 1041 Market St. and on Ocean Avenue, are being picketed.

A spokesman for McDonald's said that the lease it signed with Blake is conditional on the chain being able to obtain a remodeling and operating permit.

For all practical purposes, it will be up to the Board of Permit Appeals to decide whether Blake may consummate his deal with McDonald's.

S.F. Examiner—Page 3
Wed., Nov. 1, 1972

Downtown Studying Free Muni Charter

By Donald Canter
Urban Affairs Writer

Several downtown businessmen are discussing the possibility of buying the Muni Railway — for a day.

The tentative plan is to offer the Muni a flat sum for chartering all lines serving Market Street.

All patrons would then be offered free transportation on both streetcars and buses.

Twofold Reason

Bernard Averbuch, executive director of the Market Street Development Project, revealed that this plan is being seriously considered by several members of his organization.

According to Averbuch, the businessmen, including officials of two major department stores, are interested in the experiment for two reasons:

- To bring more shoppers downtown.
- To test the desirability of free public transportation in general.

A similar experiment was conducted last summer in Toronto, when the T. Eaton Co. department store chain bought out that city's entire transportation system for two hours during which all rides were free.

The first reaction from City Hall was: "Sounds interesting, but . . ."

Illegal Deal

That comment came from James Leonard, assistant to Public Utilities General Manager John Crowley.

Asked whether anyone could buy the Muni for a day, Leonard said:

"I'm no lawyer but I don't know how in the world it could. The question was probably answered in 1912 when the people of San Francisco decided to set up their own municipally owned transit system."

While holding out little hope for repeating the Toronto test in San Francisco, Leonard said that "if the Muni could get some of its financing in order" several measures aimed at making public transportation more attractive will be considered.

The measures, Leonard said, include the "possibility" of lowering fares.

Roman Experiment

Averbuch, vowing he won't take no for an answer, produced a letter he'd just received from Luigi Pallottini, traffic director of Rome, Italy, reporting on a 43-day free public transportation experiment in that city.

Noting that in one week, patronage increased by 431,000 passengers, Pallottini wrote:

"It was a success . . . despite the politicians and interference and the many people who publicly said the project could not succeed."

The Rome experiment was conducted during the rush hours. During that period private automobiles were banned from all streets used by public transportation.

Thurs., Nov. 2, 1972 ★★ San Francisco Chronicle 3

A Plan by Merchants To Rent the Muni

A merchants' group has proposed to the Municipal Railway that the group rent the Muni and give free rides on certain days.

Bernard Averbuch, executive director of the Market Street Development Project, said that the proposal was the result of studying free transit ride experiments previously conducted in Toronto and Rome.

"We are interested, of course, chiefly in Market street, but the Muni says it serves the whole city so we hope to get all shopping districts involved," he said.

Averbuch said that the retailers of his group and probably other major downtown stores have proposed that the entire Muni system be available for free passage from 10 a.m. to 3 p.m. on a specified Saturday. The Muni now has the idea under study.

The Rome and Toronto experiments resulted in increased patronage and increased business district sales, he said.

Dick Nolan

3 Nov 1972

Free Riding Test

Some of the downtown merchants are progressive enough to want to experiment with free public transit. This is a refreshing attitude toward a radical idea, and somewhat surprising, coming as it does from the community's conservatives.

Less surprising is City Hall's response, which was to start looking for a hole to hide in.

Nobody of substance on the old organizational chart was available to comment when the merchants sprung their idea. The ball went to a press agent, Jim Leonard, the Utilities Commission's man in charge of saying nothing as elaborately as given circumstances permit.

All poor Jim could stammer was that, well, he wasn't a lawyer, but he didn't see how . . .

How, hell. What City Hall wants to do City Hall does. What it does not want to do it will hop about with garlands of red tape, garnished with choice readings from the city charter. The process is to ignore where possible, and where not possible, to kick around until lost.

The merchants' idea is simplicity itself. They want to hire the Muni outright for a few hours and let the public ride it free as their guests. It's not a long step toward use of the transit system as a true public utility, but it would be a start. Once again the key question is not, "How?" but, "Why not?" And the directive (which we'll never get) should read, "Let's go!"

★ ★ ★

ALL US OLD GRADS of the showbiz beat who remember Barbara McNair from long ago (as in George Andros' Facks) tend to believe the lady when she says that narcotics rap is at best a terrible mistake and at worst a frame. Nobody who works as hard as Barbara has the time or inclination to mess with dope.

★ ★ ★

OLD FRIEND Scott Newhall got a rough reminder of the short memory span of politicians and civic leader types when he ran for Mayor. People who were accustomed to approaching Scott with hat in hand when he was an editor took gleefully to cutting his throat when he was no longer an editor ("What have you done for me lately?")

Now, in the Maritime Museum which he (as an editor) invented and nurtured, Newhall suddenly can't find room for his beloved Eppleton Hall, the old steam tug he acquired for the museum and sailed across the Atlantic. If he were still at the helm of a newspaper the story would be different. A lesson here for all in the ink trade who feel loved and honored when politicians wish to feed them, buy them drinks and as the expression goes, "seek counsel and advice." Not even in the showbiz can you find such a concentration of ingrates.

★ ★ ★

IN THE POLICE Department the insurgent bluecoats of the Police Officers Association are in a bitter fight with the politicians and the brass to retain control of their organization. The establishment seeks a return to the days when the POA was a nice company union, manipulated from the Mayor's office through the commission and the chief.

The establishment is doing a fine job of infighting, too, since it is entirely in control of such things as job assignments, efficiency ratings and availability of promotions. The way of the wave-makers and reformers is perhaps tougher in the Police Department than in the Army, even.

All police departments have rotten jobs, including cars, and the guys who are getting assigned to them are the Bluecoat bunch. Their campaigning on behalf of Proposition K, which would restore two closed police stations, has brought heavy retaliation from the brass.

Curiously enough, the Prop. K campaign has brought the rank-and-file cops something else and something new: neighborhood support covering all ranges of the political spectrum from hard-line conservatives to erstwhile street people of the Haight-Ashbury. An interesting development suggesting that the new breed cops have a closer grasp of today's political realities than those who have made politics their way of life.

★ ★ ★

AT ENRICO'S Assemblyman John Burton and NY Times man Tom Wicker were in animated consultation. Wicker was testing the political climate. With every show of confidence, Burton was predicting that Sen. George McGovern will carry California.

November 19, 1972 ☆☆☆ Section A Page 3
S. F. Sunday Examiner & Chronicle

Holiday Look on Market St.

By John Burks

Something magical is going to happen to all the obstruction and construction and renovation and aggravation and beautification and noise and noise that goes by the name of Market Street.

It's going to get better for a few weeks — from the day past Thanksgiving, November 24, to January 1 — so holiday shoppers can do their stuff without too much hassle.

According to Bernard Averbach, executive director of the Market Street Development Project:

- All construction work on downtown sections of the project will be shut down and, wherever possible, decked over.
- Bricklayers have been given a speed-up directive, assuring that sidewalk work will likewise be cleaned up and shut down.
- There will be 42 additional uniformed police along downtown Market Street to keep traffic going more like it ought. Especially auto drivers who ignore detour signs. They'll start getting a lot more tickets.
- More tickets will be written on cars that park on sidewalks between 6th and 7th Streets — a very large gripe of long - suffering merchants on that block.

That's the gist of a news conference Market Street Development project has scheduled for Tuesday morning, where police, city officials and retailers (among them representatives of Woolworths, Emporium, Grodins, Roos Atkins will spell out Operation Christmas in fuller detail.

Bart's Hole

It is City tradition that major downtown construction is halted for the holiday season. What makes it different this year is BART's big hole in the pavement.

Actually, the digging has just as much to do with the Municipal Railway as it does the Bay Area Rapid Transit system. That big gulch, when it's finished, will house both BART and Muni underground stations and tracks.

In fact, the area of Market Street presently most heavily affected — the stretch beyond Van Ness, southwest toward Twin Peaks — is all Muni's. BART veers south, down Mission Street, near Civic Center.

Hearings Asked

Whatever the source of the din and congestion, merchants don't (no pun intended) dig it.

And neither does Supervisor Robert Gonzales, chairman of the Board's Streets and Transportation Committee, who tomorrow will ask the Board of Supervisors to schedule hearings on the Market Street mess.

In May, Gonzales sought — and got — assurances from city officialdom that impaired access to stores and impediments on the streets and sidewalks would be straightened out.

"Now," complains Gonzales, "it appears that the City is not only betraying the trust of these merchants, but that the Police Department has been lax in enforcing traffic regulations which would facilitate operation of the Municipal Railway."

In other words — as any cop or angry motorist will tell you — the cops haven't been giving many tickets to drivers who ignore the detour signs and get in the way of Muni buses and streetcars.

Big Barrier

Muni general manager John Woods complained last week to the Public Utilities Commission that because of police failure to keep Muni's right of way free of traffic "we're competing with unauthorized vehicles on the street," thus slowing down Muni riders.

Supervisor Gonzales also will demand that construction contractors be a good deal tidier about their work.

Merchants between 6th and 7th Streets maintain that their portion of the thoroughfare has been used as a "parking lot" for heavy construction equipment.

"They tore up the street months and months ago," says Ralph N. Piper, jewelry store owner, "and then they never did any work on it. It just sat there as a big barrier between us and our customers. They could have completed it weeks ago.

"Last month is the worst month I've ever had in 12 years here. Business was down 50 to 75 percent. And it's not the customer's fault. Look at these bouncy plywood walkways and the torn up sidewalk and the heavy equipment. It looks like a disaster area."

Police did start clamping down on construction workers who had been parking their private cars on the sidewalks in front of Piper's and other businesses. But there is an unpleasant side effect to this.

Now, according to Stephen Moses, who runs the Dublin Inn cocktail lounge, the police are also ticketing delivery trucks.

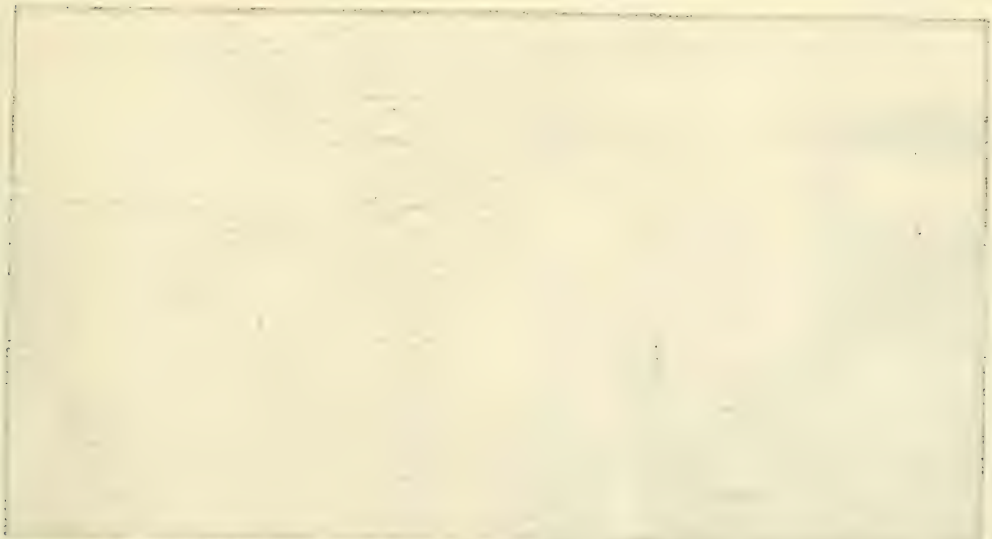
Single Lane

"These beer truckers," says Moses. "They aren't going to park around the corner and haul in 30 cases of beer.

"They can't park out in front on the street without stopping traffic completely. It's single lane. So they pull up onto the sidewalk and in ten minutes they've got a $10 ticket. It isn't right."

Moses, Piper and others on the street fear that the construction moratorium is only going to mean that work stops while the heavy equipment and mess remains on their block.

"I wish they'd keep right on working and finish it up," says Piper. He notes that no less than four merchants



The mess that is Market . . . debris, buses, waiting passengers . . . the jumble seems endless

Examiner photo by Bob Bryant

have gone out of business in his side of the block alone. "And if I have many more months like this last one, I might have to join them."

Responsibility

Sup. Gonzales feels it should be the Department of Public Works' responsibility to make contractors stick by provisions of their City contract, calling for the least possible congestion and disruption of businesses.

But the DPW takes a somewhat different view.

DPW assistant director Geoffrey Lee says contractors have, basically, lived up to their contracts you impose on a contractor," says Lee. "the more the job costs to complete -- compared to where the contractor has a relatively free hand.

"In future contracts, if we want to put more conditions on the contractors, we're going to have to realize that we'll pay the tab for it."

Meanwhile ... Did you think we said there wasn't going to be ANY construction work on Market Street during the holidays?

Light Work

There will be some street light and traffic light work here and there.

There will be some street work involving high pressure water lines on Third and Fourth Streets near Folsom.

There will be some sewer work on Post and Market streets, affecting foot traffic.

Work will continue on the Andrew Hallidie Plaza, on Market Street, across from Fifth Street, separated from the sidewalk by high fence.

Moratorium

PG&E is observing a Nov. 4 -- Jan. 1 moratorium in all streetwork in the area bounded by Market, Taylor, Pine, Front, Fremont, Howard and 8th streets during business hours, exceept for emergencies.

But Muni construction on Market to the south of the downtown shopping area will continue.

The same traffic detours at Van Ness and Church streets will apply. The new wrinkle is that there will be cops there to make sure everybody plays by the rules.

Builder Denied Free Plaza Access

By Donald Canter
Urban Affairs Writer

Just as Polly Adler once pointed out that a house is not a home, City Attorney Thomas M. O'Connor has ruled that a public plaza is not a public street.

Having made this fine distinction, O'Connor told a developer who wants to erect an office building facing on a downtown plaza that he'll have to pay to get in.

The coveted public property is the Hallidie Plaza, now under construction at the north side of Market Street near Powell.

The building that will face on the plaza is an eight story affair which will have a branch of Citizens Savings Association on the ground floor.

99-Year Lease

Citizens obtained a 99-year lease on the property which for many years housed the auditorium of the Esquire Theater. Citizens sublet the site to developer Robert Pincus who'll build and own the new building.

Assuming that a city plaza is as public as a city street, Pincus designed his building with an entrance on Hallidie Plaza which is bound to become one of San Francisco's prime locations.

That's where he ran afoul of O'Connor and City Real Estate Director Wallace Wortman.

Pointing out that The City spent a fortune on acquiring the land for the plaza from private owners, O'Connor and Wortman made clear to Pincus they weren't about to grant him access from the plaza for free.

At first, Wortman told Pincus that based on certain considerations the [illegible] rights would be worth [illegible] ($60.

Today, however, Wortman told The Examiner, is [illegible]

Said Wortman:

"Both my department, City Planning and the Transit Task Force are pleased to see this building getting access to the plaza. But we should keep in mind that there are certain [illegible] property rights involved."

Court Fight?

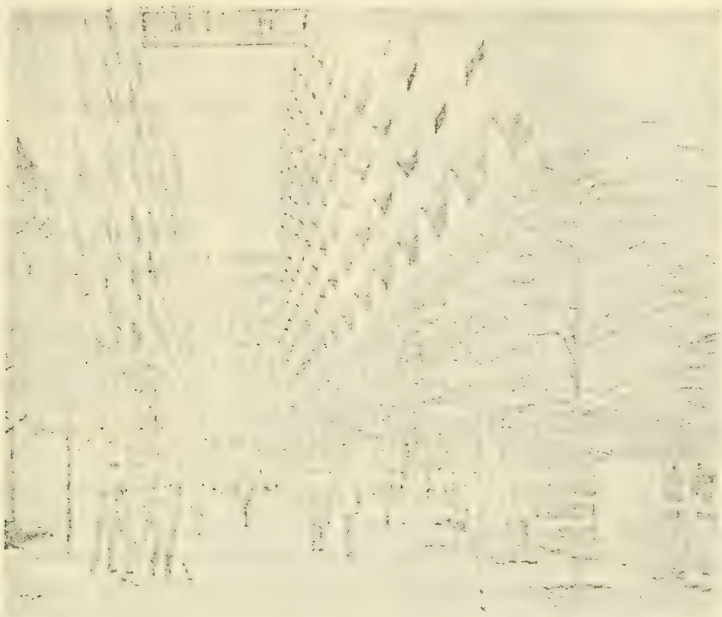
Though Wortman expressed hope that the issue can be settled amicably, he didn't rule out the possibility that the question why a public plaza is no public street may end up being decided in court.

Another part of the old Esquire Theater is about to be replaced with what is probably the lowest building built on Market Street in this century.

That building, a one story and mezzanine affair, will go up early next year on what used to be the lobby of the theater, facing on Market Street.

Citizens Savings controls the rear of the theater site and Robert Coleman owns the lobby area.

Thurs., Dec. 28, 1972 ☆☆☆ S.F. Examiner-



ARTIST'S RENDERING OF NEW ADDITION TO MART

Mart Plans 11-Story Addition

The Western Merchandise Mart, San Francisco display center for home goods manufacturers and their distributors, today announced plans for an 11-story addition.

Lawrence W. Feldman, chairman, and Marco C. Meyer, president, said land has been purchased for the site, adjacent to the present mart.

The acquisition is being financed by the Equitable Life Assurance Society of the United States, which holds the mortgage on the present 11-story building.

The addition will be erected behind the present 1355 Market Street facility. Access between the two buildings will be via glass - enclosed bridgeways.

Completion is scheduled for the spring of 1975. The project architect is Jorge De Quesada Inc.

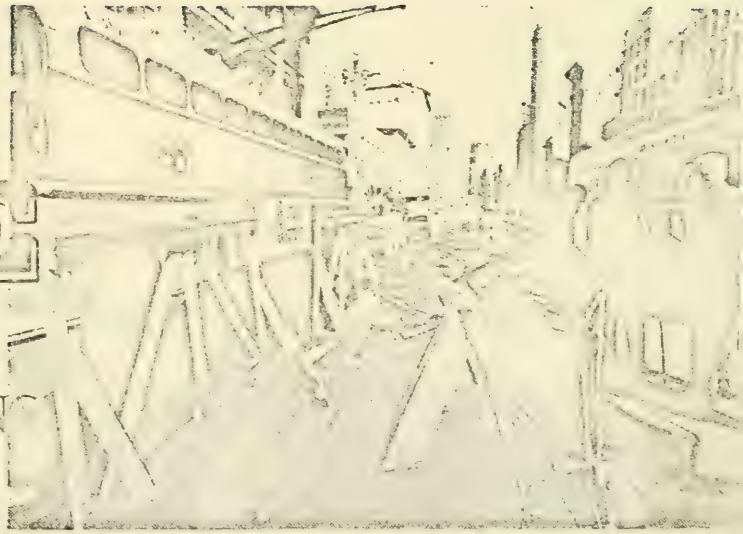
Leonard S. Rogers, recently appointed general manager of the mart, will direct leasing of the addition.

Feldman and Meyer said the development will create an integral home furnishings market center by offering in one location, for the first time in the West, a combination of the typical closed showroom floors, and contract, institutional and designer-decorator floors.

The new building will feature completely air - conditioned showrooms, electronically operated elevators, large truck unloading facilities and a furniture - sized freight elevator adjacent to the unloading platform.

Open circular stairs on each floor will allow traffic to proceed between floors without retracing steps. Feldman and Meyer said the need for the addition has "dramatically increased" over the past several years. They said the present mart is "oversubscribed" and long-term leases are at a peak of the mart's 37 year history.

Market Street RAPE continues!



small business DYIN
while big business is
thriving.

Big business trying to oust little Market Street businesses? Could be!

For six months now, construction equipment has lined either the sides or the center of the 1000 block of Market Street (between Sixth Street and Seventh Street), with a huge ugly chicken wire barrier in the center of the traffice lanes. Recently the CORPORATION, known as the Market Street Development Project, Inc. at 850 Market Street, has issued all sorts of press releases, most looking in importance as if they had came out of Joe Alioto's office, and most seeming to speak for the City administration. Just who and what is this CORPORATION? Well, it consists of the BIG BUSINESSES of Market Street, and that does NOT include those who have gone out of business within the past six months, nor does it consist of any of the struggling small businesses that have managed to withstand this BIG BUSINESS R*A*P*E of Market Street. The executive director" of that corporate entity, Mr. Bernard Averbach (pronounced, Averbusch), has assured the NEWS MEDIA, and they beleive it all of course, because he represents the BIG money, that Market Street will be back to near normal for the holidays, etc, etc, etc, etc, etc, and more etc. But, the fact remains that Mr. Averbach (busch) is a whole lot off key. For the FACT, the TRUth of the matter is, that, in that "war-torn" block of Market, where the LITTLE businesses are, not the BIGGIES are, the chicken wire baracades will REMAIN, and they will be pushed up against what is allegedly the curb, thus obstructing commercial deliveries, and of course, giving the pedestrian more reasons for not using that block of Market Street, and of course, the view of the Muni Railway passengers will be an ugly one and they will think that the block is out of business, which is what many seem to think that Averbach (bush) and his cronies want.

It is obvious that SOMEONE wants the small businessman on Market Street to die out, so that the buildings can be torn down, cheaply of course, and then the BIG MONEY BOYS can move in and build more highrise and more corporate businesses can operate at ripoff prices, with their foreign made merchandise. Yes, the American way, the small businessman is nigh extinct on Market Street, and all because too many people believed too many press releases by the BIG BOYS. If the small businessman organizes NOW, the BIG BOYS can be stopped in their RAPE OF MARKET STREET. Watch for the new merchants group, soon, we'll hold a press conference, TOO!

1973 ☆ S.F. Examiner—Page 7

Three Bufano Mosaics Up for Sale

Three big mosaics of Benlamino Bufano, the late diminutive and ofttimes financially troubled genius, were up for sale today — at a minimum $100,000 each — and in danger of finding a home in a Los Banos shopping center.

The mosaics, towering majestically on the walls of Moar's Cafeteria, were put up for sale by Fosters West, owners of the cafeteria at 33 Powell St.

Henry C. Solomon, the company's retired president now serving as the firm's special consultant, said that the developer of the Los Banos shopping center had offered to buy the mosaics.

Future Uncertain

"But we would much prefer they stayed here," he said.

The decision to sell them, he said, was made mainly because the future of the cafeteria was uncertain. The firm's lease expires next year, with an option for renewal of five years. At the end of the period, the Bank of America, which owns the property, plans to replace the entire building.

Solomon said an appraisal of the mosaics, which depict peace and brotherhood, set their value at $300,000. The Los Banos offer was "a little low," he said, but negotiations were still on.

News of the possible sale brought action immediately from Bernard Averbuch, executive director of the Market Street Development Project.

BART Contacted

Averbuch contacted William Reedy, a director of the Bay Area Rapid Transit and chairman of its engineering committee.

Reedy, he said, would bring up the Bufano mosaics at BART's meeting today to see if it couldn't be arranged to have them put in the Civic Center or Van Ness Avenue stations.

"Something, of course, will have to be done about raising the money to buy the mosaics," said Averbuch. He added:

"Benny Bufano was as San Francisco as the cable car, and we can't see his works going to Los Banos or anywhere else."

Artist's Pay

Solomon said Bufano got about $50,000 for the mosacis under the patronage of David Moar, then president of Fosters Lunch Systems, Ltd., and its branch cafeteria.

Moar gave Bufano $15,000 initially, which the sculptor took with him to Rome where he spent the money for materials and to pay his assistants on the project.

The mosaics were unveiled in 1950 in the cafeteria, but by that time Moar had given Bufano about $50,000, Solomon said. Moar, died in 1957 and the firm became Fosters West, a subsidiary of Latouraine Bickfords Foods, Inc., of Newton, Mass.

Bufano, whose numerous works have been the target of numerous lawsuits, died in 1970.

One of the three Benny Bufano mosaics from Moar's Cafeteria . . . today they're up for sale
—Examiner Photo

Dick Nolan

8 March 1973

In Market for Names

Philadelphia's reputation as a dull town is legendary. "On the whole, I'd rather be in Philadelphia," says the sardonic W. C. Fields epitaph. Yet dull Philadelphia named lively San Francisco's main drag, Our Market Street is so called after their Market Street

It's a suitably dull name for a Philadelphia thoroughfare. But here some of us have begun to wonder whether we have to keep it for ours. Not many of us. Just some. Inspiration for a name change is rising faintly from the fact that we're spending lebenty - leben zillions to build us a brand new three - decker boulevard there, and ought to have the pleasure of naming it.

So far the only support this radical notion is getting officially comes from Cyril Magnin, merchant prince, Port Commissioner, Chief of Protocol, world traveler, bon vivant, and all around good Democrat.

"That's going to be one of the great boulevards of the world," says Magnin. "It ought to have a name worthy of its status."

★ ★ ★

READERS AGREEING with this viewpoint have been sending in their suggestions in a veritable trickle.

Perhaps a dozen native daughters have written or phoned to contend that the street by all rights should have been named for their pioneer grandfathers in the first place, and that now is an excellent time to correct the matter.

Others have suggested immortalizing on the main stem such figures as Emperor Norton (most popular), General Billy Sherman (ex-Frisco banker), Lotta Crabtree, Lucky Baldwin, Luisa Tetrazzini, and White Hat Dan McCarty.

Attorney Edwin J. Conn Jr. filed the best dissent from that kind of thinking. Says Conn:

"I heartily agree with your suggestion to change the name of Market Street. I have only one great fear, i.e., that the powers that be will do everything possible to name the street after some political or religious figure, which seems to be the trend in San Francisco. Needless to say, such is always offensive to at least a portion of the populace.

"Since San Francisco became a city as a direct result of the gold rush, I would like to suggest the name, 'Avenue of the Argonauts.' This seems to me to have historical significance, with a touch of [illegible], and, although I hate to use the word — class."

Mrs. Sylvia R. Voorhees took the same tack. "Please, not 'Norton' or any such name. Make it mean something to the rest of the world, too. Don't wait for Alioto to start this contest of renaming Market Street. YOU do it. My entry is, 'Golden West Avenue,' to commemorate the gold rush and have San Francisco renowned for its beautiful trio — Golden Gate Bridge, Golden Gate Park, Golden West Avenue."

Joseph Piantanida thought we ought to try for the international outlook, too. "People come from all parts of the world to visit San Francisco, year - in and year - out. Therefore I think that Market should be re-named 'Cosmopolitan Street.' "

Some of the indignant taxpayer types took a sarcastic tone. Said Ted Kauser Sr.: "How does this sound for a new name for the upheaval? We thought the name that would be most suitable for quite some time, and explain itself to generations to come, would be — Taxannex Avenue."

Awww. That ain't the spirit; 1976 is looming large, a bicentennial year for the Presidio of San Francisco. "Bicentennial Boulevard"? By that year, surely, they'll have all the bricks in place, and the trees, and the subway running.

★ ★ ★

ALL OF THIS reminds me — and I wish it didn't — of Henry J. Kaiser's search for a name for his new compact American automobile, a little beauty that was years ahead of its time.

The Kaiser auto firm sought help in all places. It even hired a panel of poets, as I recall it, to choose exactly the right name. There was a contest, too. And in the grand finale they named the little car (gulp) The Henry J.

I shall always contend that this decision set back the cause of sensible small - car motoring at least a decade. And it shakes my optimism about finding a new name for Market Street, too.

Dick Nolan 19 March 1973

* * *

"MARKET STREET" is beginning to sound better and better to me the more I scan the new names readers are proposing for our grand new central boulevard.

Jane Peery makes a good point, though. Writing from Menlo Park (another borrowed name, that) she says:

"Our pioneers went straight to the point and named their localities with unimaginative directness: Red Dog, Lucky Chance, Rough and Ready. So let us too resist such farfetched as Avenue of the Americas, Kennedy Drive, and so on.

"Wounded Knee has had its moment in history again. Let's prove that we too are colorful, and in anticipation of the time when the about-to-be-planted sycamores begin to shed on the sidewalks their wet and slippery leaves, rename Market Street — Broken Hip.

I do not think Jane Peery is taking this thing seriously. Ray W. Sanders is for Paseo de Oro. Mrs. Irwin G. Blankenship likes plain San Francisco Boulevard. Connie Grieder says call it Central Parkway. And so it goes.

* * *

The sycamores for Market Street are a good idea anyway. The scientists tell us we are putting too much carbon dioxide into the atmosphere. We need more trees, more greenery. The industrialized United States is using more oxygen right now than its trees and plants can put back. Anybody for taking a radical shift in direction and making the Yerba Buena project one big flowery park?

* * *

San Francisco Chronicle ★★★ Sat., Mar. 31, 1973

MARKET STREET DEVELOPMENT PROJECT • 870 MARKET STREET, ROOM 476 • SAN FRANCISCO, CALIFORNIA 94102 • 362-2800

Theater Closing

Golden Gate to Shut 'Indefinitely'

The Golden Gate Theater, which opened 51 years ago this week as one of Market Street's brilliant movie-vaudeville palaces, will close Tuesday night, it was learned yesterday.

General manager Sam Pearlman said the owners, RKO-Stanley Warner Theaters Inc., have decided to close the doors indefinitely.

Pearlman blamed the closing on deterioration of the neighborhood around the theater, where Golden Gate avenue and Taylor street wedge into Market.

"People are afraid to come here at night," he said.

The theater's 45 employees have been served termination notices, he said.

The Golden Gate theater opened on March 26, 1922. It continued the tradition of presenting live entertainment, including big name bands, along with motion pictures for more than three decades.

The theater was adapted for Cinerama in the mid-1950s. Later it was changed into a split-screen theater, with different features showing on each level.

Principals in RKO-Stanley Warner could not be reached for comment on future plans for the theater.

Herb Caen

. . . The old Golden Gate Theater on Market is ing today because, says the mgr., "People are a to come down here at night." I wonder how i plains the nightly lines at the nearby Centre ter, where "Deep Throat" is packing 'em in a pop" . . .

The movicheuse at Golden Gate avenue, Taylor and Market streets

San Francisco Chronicle ★★★ Tues., April 3, 1973

LETTERS TO THE EDITOR

A Group Effort

Editor — A reference to the design of Market street in Harold Gilliam's article in This World March 18 and a subsequent reference in an editorial on March 19 prompts this letter.

We, like the citizens of San Francisco, are pleased to see evidences of the new Market street, such as Hallidie Plaza, begin to materialize; and much more will be forthcoming in the months ahead. Since this project is a vital and important one, many people will undoubtedly claim credit for its design. We are, however, concerned that an incorrect statement referring to "a local architect who is the principal designer of the new Market street" go unchallenged. This project has employed a team of architects and designers over a number of years. The individual who has claimed credit for being the principal designer of Market street had no such role. He did work for us as a designer on our staff on one aspect of the project for a few months during the preliminary phase, but to so honor this contribution by the description quoted above would not only be absolutely incorrect, but it would be unfair to the many others who have contributed their talents in a far greater way to this significant project.

WILLIAM R. HULL, AIA,
project architect,
Market Street
Joint Venture Architects,
(Mario J. Ciampi & Assoc.,
John Carl Warnecke & Assoc.,
Lawrence Halprin & Assoc.)
San Francisco.

The Chronicle erred in describing William Blackwell as "a principal designer of the new Market street." He did design "street furniture"—benches, traffic signals, kiosks, etc. — for the project.— Editor

MARKET STREET DESIGN REPORT

NO. 1
STRUCTURE AND UTILITIES COMPARISONS

MARIO J. CIAMPI & ASSOCIATES, ARCHITECTS & URBAN CONSULTANTS
JOHN CARL WARNECKE & ASSOCIATES, ARCHITECTS & PLANNING CONSULTANTS

MARKET STREET DEVELOPMENT PROJECT, INC.
Room 476 Flood Building 870 Market Street
San Francisco, Ca. 94102

Tenth Annual Meeting of the Membership — Tuesday 13 March 1973 10:30 a.m.
Standard Oil Building — 555 Market Street

MINUTES

The Tenth Annual meeting of the Market Street Development Project, Inc. was called into session by Francis J. Sitek, Chairman of the Executive Committee, at 10:35 a.m. on 13 March 1973. Written notice of the session was mailed to all members on 26 January 1973.

Self introductions were made and the following members and guests were present; list attached.

It was established by the recorder that well over 50% of the members were present, or represented by proxies, constituting a quorum for the conduct of business.

Opening Remarks by Francis J. Sitek

"For the benefit of our guests and others who are not familiar with our organization, I would like to outline briefly what the Market Street Development Project is:

WHAT . . . A non-profit corporation, wholly privately supported . . . No governmental financing or commitments . . . A self-help undertaking to upgrade economic, social and esthetic values on Market Street.

WHO . . . Membership of individuals, corporations, and firms doing business or owning property on or adjacent to Market Street . . . A widely representative group of officers and directors . . . A small and highly qualified staff.

WHY . . . Organized in late 1962 and early 1963 to . . . Assure full benefit from the coming of rapid transit . . . Ensure consideration of Market Street interests in all public and private planning . . . Keep members informed on all public proposals affecting the street . . . Encourage and foster public and private cooperation and coordination in the development of our street's tremendous potential.

HOW . . . Performs a continuous and detailed analysis of Market Street's physical, economic and sociological problems and probabilities . . . Provides a clearing house and disseminates information on the status and implications of plans and developments proposed for Market Street and downtown San Francisco . . . Proposes practical solutions to problems arising from the multiplicity of interests concerned with Market Street.

Promotes and coordinates private developments and renewals with official plans and projects . . . Maintains close liaison with Municipal, State and Federal, as well as private agencies concerned with our street's future . . . Provides informed comment and recommendations to these concerned agencies from the standpoint of the Market Street business community's best interests . . . Continually works toward greater coordination between City agencies, Rapid Transit and private groups in actions affecting the street."

Presentation of Outstanding Police Service Award

Mr. Sitek further remarked: " In the course of our varied activities we have had the cooperative assistance of the Police in many matters affecting Market Street. This relationship led to our extablishing an award 7 years ago to honor the "Policeman of the Year". This award gives recogniation to the "Man on the Beat." It is given to a Police Officer, who carries out his routine functions -- day in and day out -- in a highly professional manner but doesn't necessarily hit the headlines or gain the wide recognition a single daring feat might produce. It is in appreciation of this kind of devoted and really necessary routine duty that it is my honor to present to Police Chief Donald Scott this plaque. It has the names inscribed on it of the 6 previous police officers who had been selected by the Police Department for the Award.

Chief Scott thanked Mr. Sitek and the Project for the plaque which will be on display permanently at the Hall of Justice. Mr. Sitek thanked Chief Scott for police work, especially on Market Street.

Mr. Sitek then introduced District Attorney John F. Ferdon who then presented a certificate to Officer Joseph Fabrizio for "Outstanding Police Service." Ferdon stressed how important it is to recognize everday policemen. Mr. Ferdon then read and presented to Officer Fabrizio letters of congratulations from Governor Ronald Reagan and Mayor Joseph Alioto.

Mr. Sitek then presented to Mrs. Lenore Fabrizio a silver tray inscribed with the Officers name, year of award and Project's name as a remembrance.

Presentation ceremony over at 10:50 a.m. - Background on Officer Fabrizio attached.

10:55 a.m. Sidney A. Haag, President, calls meeting to order.

President's Address

The following is a digest of Sidney A. Haag's address; events of MSDP in 1972.

1. We assisted in the legal battle in which an attempt was made to block the transfer of $25 million in BART funds to complete the Embarcadero Station. This attorney seeking to block the funds went all the way to the State Supreme Court in his attempt. We aided the City and BART in this successful battle that ended in March 1972.

2. In April of 1972 we put on a press conference, in cooperation with the Embarcadero Center, to show the model and design of the Embarcadero Station of BART. We also were host at a lunch for the various City officials and people who helped put through the Embarcadero Station. It was MSDP that originally started the ball rolling to get the station built.

3. The brick work on Market Street started in early 1972. We helped the Transit Task Force with a ceremony in January at 5th & Market where Mayor Alioto put down the first brick. We held other ceremonies at various sections for publicity. We also were host at a lunch with the head of the Bricklayers Union and Hod Carriers Union to iron out some problems with the contractor. We were also host at a lunch with City officials of various departments to iron out various sidewalk and brick problems prior to the Christmas shopping season.

4. We put on the BART Open House at Powell Street Station in June 1972, where in excess of 25,000 people attended.

5. We helped the Muni officials with various problems and in November we held a press conference at Powell and Market to introduce the first of their now buses. We helped in the extension of the Shoppers Shuttle to the Hall of Justice.

6. Appeared on Channel 7-TV to present a rebuttal to a station editorial criticising the Transit Task Force on Market Street trolley wires.

We were hosts at several lunches with members of the news media to build towards a positive press. The March issue of Sunset Magazine, which circulates nationally, had two pages about Market Street, including the new Hallidie Plaza.

7. We worked with the Planning Department on the matter of several sign ordinance violations and with the Bureau of Engineers on several basement problems past Van Ness Avenue.

8. The matter of the Greystone Building, 948 Market Street, which opened as a "Crash Pad." Instrumental in having Health Dept. condemn it.

9. Visit to Mayor Alioto, D. A. Ferdon and Chief Scott to obtain a change in the jurisdiction of Market Street. Now it is all under Southern Station.

10. Worked with Bernard Crotty of the Street Cleaning Dept. on various problems.

11. It was our suggestion that Redevelopment Agency took up to put up the painted and decorated fence at the front entrance of the Yerba Buena Project to hide all that dirt and construction going on.

12. We have carried on a campaign to get new members. Some of the new members are Madison & Burke, Reid & Tarics (architects), Imperial Savings & Loan, California Savings & Loan, Embarcadero Center. Mr. Haag suggested that any of the members knowing firms or people with an interest on Market Street might speak with them about joining MSDP.

13. We have arranged with Metropolitan Transportation Commission to conduct two studies of Market Street, as it is affected by BART. One is real estate and the second a study of retail stores.

14. Our monthly newsletters have regularly carried reports of interest. Our mailing list now tops 900 and these reports go around the country. We quite often get letters of compliment from other cities on our newsletter and regularly from people in City Hall.

15. We helped Jack Barron of the Transit Task Force on some difficult problems on the Powell Street Mall. These problems were resolved so that construction began on time in January. One rarely sees these stories of positive image in the columns, as they usually only use the parts where people criticize.

16. We worked to abate the problem of the Krishna Monks. It had become so critical the Monks advised of plans to have mass picketing of the stores at Powell and Market. We met in emergency session at the Monks temple and resolved the problem. (Again without publicity and fanfare.)

Mr. Haag also pointed out that the Mayor has seen fit to appoint many of our board to the BART Opening into San Francisco Committee. Mr. Haag also stated the Committee (which he heads) had received its first contribution - a check for $5,000.00 from MSDP.

Haag concluded with saying how important it is to promote Market Street and make it what we all knew. He also extended an invitation to all present to attend the dedication ceremony of Hallidie Plaza for the following day (14 March 1973) 11:30 a.m. Speakers - Howard Patrick, Mrs. Freidel Klussmann, Mayor Alioto, Sidney Haag and William Chester will presided at the ceremony.

Nominating Report

Benjamin Henley, Jr. read the nominating committee report which was unanimously accepted.

Financial Report

Financial report deferred to next Board meeting so that there would be more time to study.

Adjournment 11:10 a.m.

Calling of Board into session and the Election of Officers

Mr. Haag then announced that the Board of Directors would now be called into session, Mr. Henley was called upon to read the slate of proposed Officers of the Project for 1973, as proposed by the Nominating Committee. A quorum being present of the Board of Directors and there being no other nominations from Board members the slate was unanimously elected by the Board.

Mr. Raymond Ferrari of the Bank of America then presented the Bank of America's membership contribution of $4,000.00 to Sidney Haag. Mr. Haag thanked Mr. Ferrari and the Bank of America for their continued support and interest.

Approval was then given to Bernard Averbuch, executive director, for any expenses which might be necessary in his upcoming trip to San Diego to attend the IDEA (International Downtown Executive Association) conference.

There being no further business, the meeting was adjourned at 11:20 a.m.

Bernard Averbuch, Ex. Director

Cynthia Wallis, Recorder

APRIL 1973 NEWSLETTER

market street development project

0 MARKET STREET SAN FRANCISCO, 94102 • 362-2500

FICERS

sident
NEY A. HAAG
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cutive Committee
NCIS J. SITEK
ddard Oil Co.

President
ENE L. FRIEND
ard's Clothing

President
JAMIN J. HENLEY, JR.
well Banker & Co.

President
AROLD MELANDER
klin Savings &
Association

President
HARD W. NUGENT
Woolworth Co.

President
OWARD PATRICK
ck & Company

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ERT S. SAMUELS, JR.
rt S. Samuels Co.

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N A. ANIXTER
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N H. BLACK
fic Gas & Electric Co.

N C. COLVER
man Corporation

ARION DONAHOE
ans Savings &
Association

MOND D. FERRARI
of America

LIAM A. FINSTERBUSCH
thern Pacific
sportation Co.

ES G. HIGGINS
s Fargo Bank

ERT A. LURIE
Lurie Company

NK L. NAGEOTTE
West

ES S. REESE
ill's Drugs

K B. ROSE

N L. WATTS
Counties District
ncil of Carpenters

CUTIVE DIRECTOR
NARD AVERBUCH

MARKET STREET KIOSKS

The City is now preparing to seek bids from advertising companies to lease advertising space for 11 sidewalk kiosks on Market Street. The same contract will include 4 kiosks located on Mission Street.

There will be a limit of 9 advertisements per kiosk, no political advertising will be allowed, and one fourth of the space must be used for public service advertising. The City is expected to receive at least 50 per cent of the earnings.

The lease also calls for strict maintenance rules by the advertising company to remove illegal posting and to keep the kiosks clean of graffiti.

There will be a committee of three City officials to screen advertisements and to enforce the lease as to graffiti and illegal posting. The MSDP will also be available to help as watchdog.

If the kiosks on Market Street are successful in their operation the City is preparing to install more kiosks on other streets.

* * *

MUNI ON MARKET STREET

We met with Muni officials and the Transit Task Force on the matter of re-routing Muni buses on Market Street when BART begins revenue operation and when the streetcars ultimately go underground.

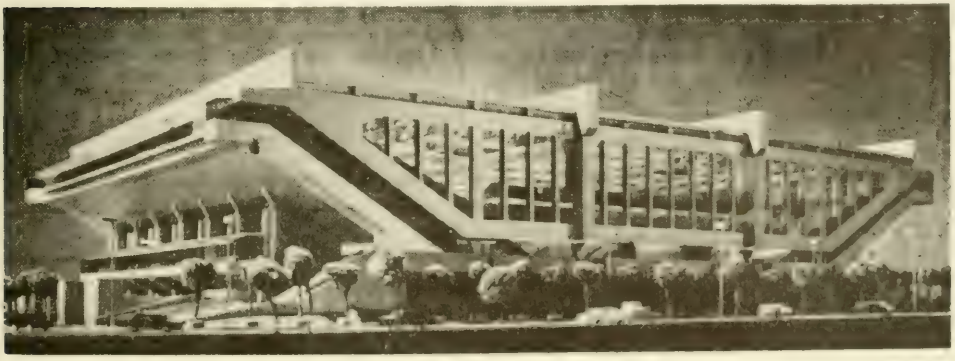
Some of the decisions will come after a study now nearing completion of the Muni Mission Corridor being done by De Leuw, Cather & Co. In addition, general manager John M. Woods is expected to prepare some recommendations in January 1974, as he analyzes BART impact on Muni.

Woods agreed that whatever changes are made in both Market and Mission bus lines, that Market Street will continue to have the same number of buses serving the new street. In addition, he said he hoped to be able to make changes that could bring more people to the area.

Part of the De Leuw, Cather study will also concern itself with transfer problems between BART and Muni. It is expected that main Muni transfer points will be at the Civic Center and Embarcadero Stations.

***

The matter of approving a settlement of the Yerba Buena Project law suits is now up for public discussion. One of the first buildings to be completed when construction begins is the Convention Center and the Sports Arena, pictured below.



This drawing shows the revised plans for a sports arena in the Yerba Buena Center.

MARKET STREET MONUMENTS

Two of the famed monuments on Market Street will be moved short distances to new and permanent locations as the street and sidewalk renovation continues. Both monuments will remain on Market Street.

The Donahue Monument at Market and Bush, also known as the Mechanic's Monument, will be moved to the corner location. The 10-ton monument, showing five mechanics straining with a metal drill-punch press, was installed in 1901. The statue is dedicated to Peter Donahue, a pioneer iron works industrialist.

Lotta's Fountain is located on a pedestrian island at the corner of Market, Geary & Kearny Streets. The fountain was presented to the City of San Francisco in 1875 by Lotta Crabtree, an entertainer and the daughter of a gold prospector. It is a 24 foot cast iron fountain depicting typical California scenes. In 1901, the famed Opera Star Louisa Tetrazzini sang for the citizens of San Francisco at this site.

* * *

MARKET STREET CONSTRUCTION SCHEDULES

June 14 -	Market Street, 8th to 11th, PG&E electrical duct installation.
June 22 -	Market Street, Stuart to Spear, completion of Street beautification.
August 1 -	Completion of Powell and Market mall beautification -- Cable Car turntable area.
October 1 -	Market Street, 5th to 7th, completion of beautification.

Market Street Development

REPORT
ON
MARKET STREET RAPID TRANSIT STATION MEZZANINES

city & county of san francisco
market street design task force

August 16, 1965

MARKET STREET EXECUTIVE COMMITTEE

REPORT ON LENGTH OF MARKET STREET RAPID TRANSIT STATION MEZZANINES

I. GENERAL BACKGROUND

The prime function at the transit station mezzanine is the collection and distribution of tremendous numbers of people. According to BARTD projections, on an average weekday, almost a quarter of a million people (228,000), will be using the Market Street stations in 1975, and by the year 2000, this number will have more than doubled (540,000).

At present, pedestrian approaches to public transit on Market Street are distributed over the length of the street with passengers able to board and alight at streetcar stops in each block. With the construction of the subway system, these patrons will have to converge on stations at defined intervals on the street. Pedestrian movement on Market and adjacent streets will change and great accumulations in and around the station entranceways will result.

The role of the station mezzanine as a collector and distributor was recognized in the original subway concept where the mezzanine was extended along a substantial length of Market Street. But recent BARTD

proposals have contracted the mezzanines into relatively small sections of the street thereby aggravating the problems of collection and dispersion.

Since the spacing and location of the stations causes heavy concentrations of people, it is a function of the mezzanine design to convey those patrons into the stations without undue conflict with other pedestrian or vehicular uses of the public rights-of-way. Location at surface entrances and mezzanines therefore, is the key to the most efficient overall subway operation on Market Street.

DESTINATION OF TRANSIT USERS:

BARTD's station designs show a great concern for efficient movement of transit passengers within the station structures, but neglect the movement problems created by people entering and leaving the station areas. Studies have been made by the City to establish the desirability of wider sidewalks on Market Street to facilitate the location of entranceways and cater to the increased pedestrian volumes around the stations. However, an estimated 70% of the station users will leave Market Street at the first available intersecting streets for destinations off Market Street. Therefore, the mezzanine entrances should provide direct access to each of the adjacent property corners thereby eliminating unnecessary street surface crossings and reducing pedestrian accumulations at crosswalks.

At the Powell Street Station, it is estimated that 50% of the arriving passengers will have initial destinations in the stores and buildings adjacent to the station. Therefore, it is necessary to provide direct connections to these buildings from the mezzanine level.

The concentrations of transit patrons at stations is not an isolated problem. There are other important needs to be served by the streets, of which pedestrian movement, while of a high priority, is only one. Vehicular movement is also a matter of concern. Projections by the California State Division of Highways indicate that if the present trend continues, even with rapid transit in full operation, the number of vehicles entering the downtown area in 1985 will double present volumes.

To assist in alleviating some of the problems of vehicular movement, the City plans to extend 5th Street and 7th Street north of Market Street.

It is mandatory, that station mezzanine designs recognize the major points of patronage congregation and provide access under intersecting streets in station areas.

CHANGES IN MEZZANINE DESIGN CONCEPTS:

In the definitive station designs submitted to the Board of Supervisors by the Bay Area Rapid Transit District early in 1965, station locations,

mezzanine length, and the placement of entranceways generally accommodated patronage flow and reduced major conflicts with other traffic movements. The notable exception to this was the Civic Center Station design, which did not provide entranceways east of Seventh Street. The major critique of these definitive designs was the undesirability of passageway or tunnel approaches from some entrances. At that time, it was recommended that the mezzanine should be extended to incorporate these specific entranceways and should provide a connection to the east side of 7th Street. The most recent definitive station designs were submitted to the Board of Supervisors on June 28th, 1965. Substantial changes were made in the design concept. Although many of these are desirable, some inhibit the safe and efficient use of the street. These latter designs generally recognize the movement patterns at the west end of the Montgomery, Powell and Civic Center Stations, but ignore surface circulation patterns at the east limits. Shortening of public use areas of the mezzanines by 65 feet to as much as 225 feet and the adoption of a symmetrical layout of entranceways requires a high volume of transit patrons to cross busy intersecting streets.

On Tuesday, June 22, 1965, the Executive Committee approved the following:

> "The Market Street Executive Committee recommends that the Powell Street Station mezzanine extend west of Fifth Street, and further, endorses the concept recommended on November 19, 1963, by the Transportation Technical Committee of the Mayor's Transportation Council that the mezzanine on the Powell Street Station extend east of Stockton Street and provide direct access to the Yerba Buena Center, and that this recommendation be transmitted to the Market Street Advisory Board for its action."

Similar recommendations were made the same day for the Civic Center and Montgomery Street Stations and were forwarded to the Market Street Advisory Board.

In response to a request from the Board of Supervisors, the Market Street Executive Committee and its Task Force evaluated the designs for the Market Street stations submitted by BARTD to the Board on June 28th, 1965. In its report, the committee noted: "Station mezzanines have not been designed at their east ends so as to fully accommodate patronage concentrations and to minimize conflicts between pedestrian and vehicular movements. Mezzanines have not been designed to adequately facilitate future connections."

II. POWELL STREET STATION

The Powell Street Station serves the downtown San Francisco retail center. The station coincides with the area of greatest pedestrian movement on Market Street - the maximum volume, which occurs on the south side of the street between 4th and 5th Streets, reaches 5200 per hour on an average day, and 9200 per hour in peak seasonal period.

The Bay Area Rapid Transit District has estimated an average daily patronage of the station by 56,400 people in the year 1975. Of this total, some 38,000 will approach the station area on foot. According to these estimates, 35.8% of the total number will originate in areas served by the east end of the station at Fourth Street and Stockton, and 64.2% will originate in areas served by the west end at Fifth and Powell. However, it is important to note, that in arriving at these estimates, no consideration was given to the impending development of the Yerba Buena Center. BARTD estimated only 500 passengers per day to originate in the area of the proposed central mall of Yerba Buena Center (Grant Avenue Break-Through.)

YERBA BUENA DEVELOPMENT:

The Yerba Buena Center Redevelopment Plan provides for new retail, commercial and industrial developments plus a proposed sports arena and convention center. The daily patronage from the central mall of Yerba Buena Center to the transit system will develop to many thousands of persons per day. This will increase the total patronage figures over those presently quoted by BARTD for the Powell Street Station and will result in modification of the percentage distribution estimates for each end of the station and for each entrance. BARTD has indicated to the Market Street Executive Committee that it may undertake a study of patronage estimates for Yerba Buena Center. Any discussion of the Powell Street Station design must include consideration for increased transit traffic generated by the Yerba Buena Center Renewal. By letter to the Executive Committee on July 2, 1965, the Redevelopment Agency provided up-to-date estimates of the extent of development projected for Yerba Buena Center. The following is quoted from the letter:

> "The financial success of Yerba Buena Center largely depends upon capturing the influence of the Rapid Transit System. The central mall of Yerba Buena Center with a direct underground connection to the mezzanine of the Powell Street Station provides the means whereby this influence can be maximized. As you know, we have long been on record as requiring this connection.
>
> Our staff has recently completed estimates of the extent of new development projected for Yerba Buena Center. Future employment, space utilization, daily visitors, and attendance at public facilities have been taken from these estimates and are summarized on the attachment.

With future employment and daily visitors combined totaling more than 29,000 persons, total space utilization in excess of 4,700,000 gross square feet, and attendance at public facilities estimated at nearly 1,350,000 annually., Yerba Buena Center is a substantial development force which must be taken into consideration in designing transit stations.

On June 25, 1965, the Housing and Home Finance Agency advised this Agency that it is prepared to finance the Yerba Buena Center as soon as local hearings are affirmatively concluded.

For these reasons, it is of critical importance that prompt action be taken to provide for this essential connection between Yerba Buena Center and the Rapid Transit System."

DEFINITIVE STATION DESIGN:

As noted in the general background section of this paper, two definitive designs for the Powell Street Station have been submitted by BARTD to the Board of Supervisors. The first design showed that the space for public and passenger use on the mezzanine was 875 feet in length. It was also indicated that space for mechanical equipment was to be provided under and beyond the public areas of the mezzanine.

The east end of the public mezzanine was shown as extending to the east of Stockton Street and a passageway connected to an entranceway on the east side of 4th Street. The major critique of this mezzanine layout was that this passageway was undesirable. It was recommended that the mezzanine should be extended to the east side of Fourth Street, and should include a substantial connection to the sunken plaza proposed

III. THE MONTGOMERY STREET STATION

The Montgomery Street Station, generally located between Sansome and New Montgomery Streets, serves the downtown San Francisco financial district. The Bay Area Rapid Transit District has estimated an average daily patronage for this station of 96,000 people in 1975, with a peak day volume of 110,000 people. By the year 2000, a relatively short span in the life of a subway system, the average weekday total will reach an estimated 275,000 with the peak day total at 316,000 people. These figures indicate that by 1975, 42% of the total Market Street rapid transit and Muni patrons will use the Montgomery Street Station. By the year 2000, this ratio will have increased to 50% of all Market Street patrons, unquestionably the busiest station on the entire system.

BARTD estimates that 68% of all people using the Montgomery Street Station will approach it on foot. Of the total patronage, 50.5% are estimated to originate in the areas served by the east end of the station and 49.5% in areas served by the west end. The greatest concentration of passengers, some 18.2% of the total, will occur at the Market-Sansome intersection (Crown Zellerbach corner).

The east end of the Montgomery Street Station will have to serve the densely populated Sansome-Montgomery area as well as the expanding lower Market

Street sector, including the Golden Gateway and many high rise building complexes planned for this vicinity, since a rapid transit station at Davis Street is presently not included in BARTD's plans.

The east end of the Montgomery Street Station will have to accomodate a tremendous volume of people in an area which will grow at an almost unprecedented rate, plus a heavy burden of pattern changes in pedestrian circulation. In view of its critical eminence at the heart of the rapid transit system, any over-congestion of this station will seriously impair the entire transit operation.

DEFINITIVE STATION DESIGN:

The first definitive design for the Montgomery Street Station was submitted by BARTD to the Board of Supervisors early in 1965. It showed that public and passenger space on the mezzanine level was some 940 feet in length, extending from the east side of Sansome Street to a point approximately 160 feet west of New Montgomery Street. The design also indicated that space for necessary mechanical equipment would be provided under and beyond the public areas. Entrances for the east end of the station were designated at the Market-Sansome intersection (Crown Zellerbach corner) and, on the south side of Market, to the west of Ecker Street in the general vicinity of the new Standard Oil Building. These entrance locations generally

Mr. Anderson

POWELL STREET STATION
Bay Area Rapid Transit District

STATION DESCRIPTION:	Subway, center platform
LENGTH:	700 feet
LOCATION:	Market Street between 4th & 5th Streets
ARCHITECT:	Skidmore, Owings & Merrill
CONTRACTOR:	Rothschild & Raffin
COST:	$3,036,000 for station finish
STATION DESIGN:	Floors: Concourse - Grey and white patterned terrazzo Platforms - Grey bruck pavers Ceilings: Aluminum acoustic baffles between structural elements. Indirect fluorescent lighting. Walls: Concourse - Domed hexagonal white ceramic tile Platforms - Painted plaster train walls with blue trim Outstanding Features: The station is three levels with the second level housing the S.F. Municipal Railway. Large, free-standing back-lighted advertising panels on the concourse level along with super graphics will add color to the basically black and white station.
PARKING:	None
PATRONAGE:	22,250 trips daily in 1975

8-17-71

SAN FRANCISCO BAY AREA RAPID TRANSIT DISTRICT

DEPARTMENT OF DEVELOPMENT AND OPERATIONS

STATION FACT SHEET

POWELL STREET

LOCATION: Market Street between 4th and 5th Streets - San Francisco
899 Market Street

STRUCTURE: Subway

PLATFORM: Center

PARKING: None

PATRONAGE (1975):
a. Daily total boarding and alighting*: 22,250
b. 5.82% of all BART trips
c. Peak hour patronage*: 12,596
(7-9AM; 4-6PM)
d. Access Modes**:
1. Walk - 57%
2. Feeder Transit - 41%
3. Total Auto Access - 2%
a. Kiss and Ride - 1%
b. Parked Auto - 0
c. Taxi - 1%

VERTICAL CIRCULATION: Ten escalators

CENTROIDS: Two

STATION AGENT'S BOOTH: Two

FARE COLLECTION EQUIPMENT:
Vendors - 4
Money Changers Free - 4 Paid - 3
Readers - 2
Addfare - 3
Gate Aisles - 12

* Patronage estimates based on the BART Interstation Fare Schedule Report dated May 18, 1971

** Based on NCTDP report of October 1967

KSJ:mk
7-20-71

MEMO: Notification of Market Street property owners with subsidewalk space in regard to requirements for the beautification program.

At a meeting of the Mayor's Advisory Committee for Market Street with the Transit Task Force on July 30, 1970, it was suggested that the Market Street Development Project, in cooperation with the City, make a survey of all property owners with subsidewalk space.

It was pointed out that many property owners may not have learned of the requirements for their property and at the same time the City could learn of the individual problems. There are a total of 109 properties with subsidewalk space on Market Street in the jurisdiction of the 1968 bond issue.

This task was assigned to John Cribbs of the Bureau of Engineering for the City and Bernard Averbuch, executive director of the Market Street Development Project.

Beginning in August and finishing in early September, 1970, Averbuch mailed a copy of the attached memo on his groups stationery to the registered owners of the properties. This list was compiled by Cribbs from the City Assessors rolls.

Some people responded to that memo and in all other cases Averbuch telephoned them and arranged appointments to meet in person at the site of the buildings involved. In some cases these meetings were with the owners, in other cases their representatives and sometimes the real estate firm handling the building. Many meetings included the building foreman.

These phone calls were important because of the complexities of ownership sometimes had only a listing of the mortagage holder, not the actual owner. Some owners were located out of town, some were the official owners but other managed the building, some were elderly and had representatives manage their affairs and still others were not aware of the need to investigate their requirements and to learn of the City's requirements.

The general procedure was Averbuch explaining in general terms the purpose of the visit and offering various pieces of literature as background. Cribbs then explained the technical details with a copy of City blueprints of the building and a rendering of the requirements of the tree wells. These copies in all cases were left with the property owner of his representative. In all cases everyone visited the subsidewalk area where the details and requirements were further spelled out by Cribbs. In the scheduling of these visits a total of one hour was allocated for each interview.

At the same meeting, Averbuch advised the persons of the passage of the Market Street Sign Ordinance and left with them a digest of the requirement prepared by the City Planning Department.

The Streets and Transportation Committee of the Board of Supervisors held a public hearing on November 17, 1970, on three resolutions concerning these requirements. This notice, copy attached, was sent to the regular mailing list and also to all registered property owners as obtained from the City Assessors office.

At the time of the public hearing, Averbuch and Cribbs had personally visited some 60 properties and met with the various owners. This included all the major buildings and the bulk of the properties with specific problems. Their meetings, arranged by personal calls, continued after the public hearing.

NEWSLETTER

market street development project

0 MARKET STREET SAN FRANCISCO, 94102 • DO 2-2500

OFFICERS

ident
GENE FRIEND
vard's Clothing

irman of the
cutive Committee
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ndard Oil Co.

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. FREESE
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urance Company

e President
NEY A. HAAG
Webb's Towne House

e President
NJAMIN J. HENLEY, JR.
dwell Banker and Co.

e President
CHARD W. NUGENT
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asurer
RT S. SAMUELS, SR.
t S. Samuels Co.

retary
MES W. COUTTS
ail Dry Goods Association

RECTORS

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SEPH Y. DE YOUNG
ific Gas & Electric Co.

MARION DONAHOE
zens Federal
ings & Loan Assn.

FRED A. FIGONE
Counties District
ncil of Carpenters

SEPH P. HISS
ls Fargo Bank

ANK L. NAGEOTTE
stern Greyhound

CHARD M. ODDIE
k of America

HOWARD PATRICK
rick & Company

WAYNE REINHOLT
. Penney Co.

RGAN SMITH
raton Palace Hotel

LAS A. WALSH
han San Francisco
poration

NALD J. WILHITE
s/Atkins

ECUTIVE DIRECTOR
NARD AVERBUCH

MEMO: Market Street Property Owners

FROM: Bernard Averbuch, Executive Director

In cooperation with the Transit Task Force, we are making a survey of Market Street property owners who have sub-sidewalk space and where trees will be planted as part of the $24.5 million beautification program. The trees have been purchased and are now being treated.

The record shows you have such space at:

As you are aware, the law now reads that those with sub-sidewalk space must pay the costs of moving any utilities or obstruction in the way of tree planting. The City also requires sub-sidewalk property owners to pay the cost of tree wells.

We would appreciate hearing from you, after checking to see if you have any tree planting problems. The Task Force is cooperating with all property owners to work out beforehand any problems on tree planting.

MAYOR'S ADVISORY COMMITTEE FOR MARKET STREET

370 MARKET STREET, ROOM 478 · SAN FRANCISCO, CALIFORNIA 94102 · 362-2500

CHAIRMAN
J. HOWARD PATRICK
Market Street
Development Project

MEMBERS
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Market Street
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San Francisco Planning
and Urban Renewal
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Hotel Employers Association
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Building Owners &
Managers Association
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Downtown Association
CLIFTON F. REYNOLDS
National Association of
Theatre Owners
ALBERT S. SAMUELS, JR.
Market Street
Development Project
ROBERT G. WILHELM
Retail Dry Goods Association
RONALD J. WILHITE
Retail Dry Goods Association

SECRETARY
BERNARD AVERBUCH
Market Street
Development Project

June 1, 1971

The Honorable Joseph L. Alioto
Mayor, City of San Francisco
200 City Hall
San Francisco, CA 94102

Dear Mayor Alioto:

Your Mayor's Advisory Committee for Market Street met with the Transit Task Force on May 27, 1971 to discuss the matter of the United Nations Plaza design, to hear a status report on subsidewalk basement permits, and to discuss a proposed barricade facade to be built after the demolition of Market Street buildings for the Yerba Buena Project.

The Task Force advised us that the plaza design has not been formally rejected and that the design of the fountain is the only unsettled issue. They are working to develop an acceptable fountain design and we hope there will be no delay in this project.

John Cribbs reported there are 126 subsidewalk basements where property owners are required to do certain work for the planting of trees and placing of the decorative brick. Of this number, 19 have obtained permits and are proceeding with the work, 64 have asked for an extension of time and 43 have failed to respond.

Myron Tatarian then advised that the last of three registered mail notices have been mailed to all property owners and the City now intends to proceed without delay on its schedule for bricks and trees. He stated quite firmly that in those cases where, by inaction of the property owner there is no subsidewalk work done, the City will proceed to do the work itself and by court action place a lien on the property to be reimbursed for the costs of this work.

John Dykstra of the Redevelopment Agency reported that demolition work will soon begin on 350 feet of property on Market Street, which will be the front entrance of the Yerba Buena Project. He stated the Agency plans to erect

MAYOR'S ADVISORY COMMITTEE FOR MARKET STREET
370 MARKET STREET, ROOM 476 · SAN FRANCISCO, CALIFORNIA 94102 · 362-2500

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SECRETARY
BERNARD AVERBUCH
Market Street
Development Project

a decorated barricade facade there and will report later to the committee on the proposed design for our comments and suggestion.

This was the first meeting of your committee at which I presided since my appointment as chairman. I am pleased to report the meeting was well attended on both sides, that the meeting was very informative and I believe the excellent relationship of the past is being maintained, and I know it will continue.

With best personal regards.

Howard Patrick

J. Howard Patrick
Chairman

CITY AND COUNTY OF SAN FRANCISCO
TRANSIT TASK FORCE

OFFICE OF THE
OJECT MANAGER

1182 MARKET STREET, SUITE 422
SAN FRANCISCO, CALIFORNIA 94102
558-3757

January 6, 1971

BACKGROUND INFORMATION

The construction is now beginning for beautification of Market Street sidewalks, in the area from 5th to 7th Streets, and for the Andrew S. Hallidie Plaza located at Powell and Market Streets.

The firm of McGuire and Hester of Oakland, are performing the work on the Market Street sidewalks that includes removal of the top layer of sidewalk, relocating fire hydrants, and installing automatic irrigation system for trees, underground electrical conduit for the lighting, tree gratings, foundations for furniture, street equipment (such as signals, fire alarms, etc.) and the decorative brick. The bricks are being manufactured by the Higgins Brick and Tile Co. of Torrance, California. The "Path of Gold" light standards will also be refurbished and replaced.

This work is part of the $24.5 million bond issue passed in 1968 to beautify Market Street. The design was created by the Joint Venture Architect firms of Mario J. Ciampi, John Carl Warnecke and Lawrence Halprin. The project is being coordinated by the City's Transit Task Force.

The existing sidewalk construction barriers on this Market Street section and those remaining belong to those property owners who are required to modify their sub-sidewalk facilities in order to accommodate the beautification program.

Work is scheduled to begin in April 1972 for the next section of the beautification program that will cover Market Street from 5th to Fremont Streets. Construction in the remaining areas of Market Street will begin after BARTD construction is complete which is presently scheduled for the latter part of 1972.

The first contract for beautification of the sidewalks extends over a 1-year period. The remaining contracts for sidewalk beautification will be complete 1 year after start of work. When Muni streetcars begin operation underground sometime late in 1974, work will begin on removing streetcar tracks and restoring curbs and roadway.

The firm of Christensen and Foster of Santa Rosa are constructing the Andrew Hallidie Plaza at Powell and Market Streets, that includes an entrance to the BART/Muni Powell Station. This plaza is a joint BARTD City project financed by a Department of Transportation grant and is scheduled for completion November, 1972 when BARTD is scheduled to begin revenue operations in San Francisco.

City Dooms Hotel To Extend Street

A Board of Supervisors committee has given the go-ahead for tearing down the Anna Lane Hotel on Ellis Street to make way for extension of Fifth Street north of Market to O'Farrell.

The demolition will not be started, however, until the tenants of the six-story, 56 room structure have been relocated.

The three-man Streets and Transportation Committee unanimously approved the action yesterday after a two and a half hour public hearing in City Hall.

Amanda Fisher, an attorney for Neighborhood Legal Assistance, said after the hearing that a lawsuit may be filed by her to halt the proceedings. She suggested to the committee that housing rehabilitated by The City would be preferable to relocation of tenants.

A request from the tenants not to demolish the hotel had been taken under submission on Feb. 25 by the Supervisors committee, which includes Chairman James Mailliard and Supervisors Terry Francois and Robert Gonzales.

Yesterday's action was taken after the Department of Public Works reported on the unsuitability of four alternate proposals for diverting traffic around the area and sparing the hotel.

City Engineer Robert Levy, after reviewing the alternate plans, said the "sensible procedure" would be to proceed with the Anna Lane demolition, which he described as the best plan for the "total of the downtown area."

The witnesses yesterday — many who pleaded to save the hotel — came from a wide variety of interested agencies, including the Human Rights Commission, Family Service Agency, Anti-Poverty Program, Community Design Center and San Francisco Tomorrow.

The Anna Lane Hotel is unlike many of the old rooming houses torn down South of Market for the Yerba Buena project, which resulted in the relocation of hundreds of senior citizens, pensioners, disadvantaged persons and skid row habitues.

On Market St.

Elderly tenants made homeless by 'renewal'

Six years ago, San Francisco began plans for massive "redevelopment" of the Market Street area prior to the installation of BART.

One element in the plan is the extension of Fifth St. across Market through to O'Farrell—a plan which calls for demolition of the Anna Lane Hotel, where scores of senior citizens and low-income working persons have lived for years.

In a city with a vacancy rate of 0 per cent in low-rent housing and a demand for low-rent housing far in excess of the available supply, "it is outrageous for the City to take a 50-unit hotel for a street," argue the tenants.

"The Department of Public Works and its supporters in the Downtown Association say that progress requires demolishing our home," says one of the tenants, a pensioner and six-year resident at the Anna Lane Hotel.

"Since when have cars been more important than human beings? I have lived in San Francisco for years and I have worked all my life. As a pensioner, all I ask is the right to live in peace and quiet."

The lawsuit, filed by the San Francisco Neighborhood Legal Assistance Foundation on behalf of tenants Charles Matthews, Michael Lazar and John Bailey, and the Anna Lane Residents Association seek a moratorium on federal assistance to San Francisco's Market St. "Improvement Program" and to further federal certification of the City's Workable Program for Community Improvement until the units to be demolished for the Fifth St. extension are in fact replaced one-to-one—or, as an alternative, if the City revises its plan for the Fifth St. extension to make acquisition and demolition of the Anna Lane Hotel unnecessary.

bureaucracies focus on the physical aspects of capital improvement and ignore the impact of their planning decisions on the residents most immediately involved.

"How can San Francisco claim to have a 'workable housing program' when several City departments are destroying low-rent housing at a rate they never intend to replace," asks Miss Fisher and the elderly tenants.

Counsel to the tenants, Amanda Fisher, notes that several viable alternatives exist to the proposed route of the Fifth St. extension—"any one of which would be a less onerous alternative to the present course, not only in terms of avoiding irreparable injury to the tenants who will otherwise be forced from their home but also in terms of a financial saving to the City."

By re-routing Fifth St. around the hotel argues Miss Fisher, the cost of acquisition of the property could be avoided and the City could continue to realize a tax income from the property.

Further, vacant land already cleared for the extension could be returned to the tax rolls should the City adopt such an alternative route.

The residents claim their suit is a classic case of what happens when government

Tenderloin Hotel

Suit to Stay Open

group of tenants in a Tenoin hotel is planning to on the City of San Franp, the Down Town Asso on and the Redevelopt Agency.

etails of this David and ath battle were spelled yesterday by a Neighbor- Legal Assistance law- in the tiny lobby of the a Lane Hotel 151 Ellis

e Anna Lane is the sort otel you can walk past out realizing it's there. in a few blocks of the me - sleek hostelries h attract convention- the Anna Lane caters ss imposing clientele.

poor people many of them, pensioners attracted by rents of $65 a month without bath, $80 with

Six Years

Some of them, like Michael Lazaro, 70, who has lived there six years, regard the Anna Lane as home.

The City, however, wants the land occupied by the Anna Lane for an extension of Fifth Street, north from Market to O'Farrell.

The Department of Public Works reported that alternative plans for diverting traffic around the six-story, 56-room structure were unsuitable. Friday the Supervisor's Streets and Transportation Committee unanimously approved tearing down the hotel.

And that's where matters stood yesterday when a few tenants and Amanda Fisher, an anti - poverty lawyer, announced their plan for legal action.

Obligation

The theory of the suit is that The City has an obligation to provide satisfactory and equivalent alternative housing for the 45 tenants currently in the hotel.

But, Miss Fisher argued, The City already is overwhelmed by the need for low income housing and cannot carry out its obligation under federal urban aid rules for doing so.

Thus, she explained, The City should be stopped by the courts from pursuing its plans for the hotel — and other demolition as well.

James Holley of the Central City Anti-Poverty Agency, a tall bearded black man wearing a black turtle-necked sweater, beret and shades, said that poor people must unite to protect their housing.

He charged that the Down Town Association was behind the plan for extending Fifth Street and that the supervisors were bending to the merchants' demands

'Inadequate'

The alternative housing and relocation program of the Redevelopment Agency is simply inadequate to meet the large number of units needed by low income families and pensioners, he said

San Francisco Chronicle 3
☆ Mon., May 31, 1971

The Beautification Crisis

Market St. Tree Plan Stalled

More than one-third of the 126 building owners on lower Market street have thus far ignored the city's demand that they rebuild sub-sidewalk spaces to support decorative tree wells, the City Department of Public Works said yesterday.

And the deadline is near, Public Works Director Myron Tatarian emphasized. To vacate or to reconstruct the space owners and tenants use beneath the sidewalks — they must apply for permits by June 9, or get official extensions of that deadline. The city owns the space under the sidewalks.

A few major buildings, The Emporium for example, have already completed the necessary work under the sidewalk; and in a few other cases, like the Flood building (where Woolworth's occupies the ground floor) the work is nearly done.

APPLICATIONS

But altogether only 19 of the 126 property owners along Market have filed for permits to vacate the spaces (and build retaining walls at the property lines) or to reconstruct the spaces to accommodate tree wells 10 feet square and 10 feet deep, John Cribbs, assistant to the city engineer, reported.

Thus far 64 other property owners have obtained extensions of time ranging from 30 days to 18 months (depending partly on how soon Bay Area Rapid Transit construction in their areas will be finished and the city will be ready to do the sidewalk improvements).

And 43 others "haven't been heard from," Tatarian said.

"It's city property they're using — without rent — under the sidewalks, and we've sent them three certified letters about this — but some of the people have just ignored the letters.

"If we get to the point where they just refuse to do anything, the city will simply have to do the work and bill the owners — and file suit, if necessary, to collect."

Engineer Cribbs said the owners and tenants had six months' advance notice of the June 9 deadline.

Jack Barron, chief of the city's Transit Task Force, explained that tree locations along the sidewalks can't readily be changed simply to accommodate property owners.

The trees, he said, "are geometrically spaced and are directly related to crosswalks, light fixtures, subway station entrances and street furniture," and moving them would disrupt the general design of the whole street.

A photo of the transit task force's working model of the Market street of the future

CITY AND COUNTY OF SAN FRANCISCO
DEPARTMENT OF PUBLIC WORKS

OFFICE OF THE
IRECTOR OF PUBLIC WORKS

260 CITY HALL
SAN FRANCISCO 2,
CALIFORNIA

October 4, 1971

CERTIFIED MAIL
RETURN RECEIPT REQUESTED

FINAL NOTICE
Re: Market Street Reconstruction:
Use of Sidewalk and/or
Subsidewalk Space at
Market Street

Gentlemen:

You have heretofore been notified by a letter dated December 18, 1970, from the Clerk of the Board of Supervisors that any permission, expressed or implied, you might claim to have had to maintain, use or occupy any street and/or sidewalk and/or subsidewalk space, or maintain or use any encroachment or private facility in or on the street, either on or below the street level, was annulled and revoked, and any and all privileges to maintain any obstruction therein or thereon were also annulled and revoked, all under the provisions of Resolution No. 706-70 of our Board of Supervisors approved December 4, 1970, a copy of which resolution has heretofore been sent to you and is again being sent to you herewith.

You had six months from December 4,1970, within which to vacate or discontinue all use or occupation of all the heretofore referred to areas and to remove all such encroachments or private facilities, or apply for an extension of time so to do, or, in the event you wished to continue to occupy subsidewalk space not otherwise required by the City, you might apply for a permit so to do, all as set forth in Board of Supervisors' Resolution No. 706-70.

Our records indicate that you have requested and received an extension of time until January 1, 1972, to complete the work needed to comply with Board of Supervisors' Resolution No. 706-70.

You are notified that the City will begin construction on Market Street on January 3, 1972, and the City shall, on January 3, 1972, remove or cause to be removed any and all encroachments thereon, and to this end shall construct or cause to be constructed the necessary closure wall at the property line, remove or cause to be removed sidewalk elevators and skylights, sidewalk basement roofs, and sidewalk basement walls to a depth of 42 inches below existing sidewalk elevations, break up or penetrate or cause to be broken up or penetrated the remaining walls and the basement floor to allow normal water drainage, backfill or cause to be backfilled the existing void space with sand, and replace or cause to be replaced the sidewalk. The cost incurred by the above work, including engineering and incidental expenses, shall be chargeable to you, as the owner of the property, and recovery sought therefor in an action at law brought in the name of the City and County of San Francisco.

In removing encroachments, the City will not relocate electrical panels, motors, valves or other such property that may be there located, and your failure to relocate such property may render your building unusable.

This is a final notice to you to vacate the required area and remove any and all encroachments and private facilities therefrom, or apply for a Building Permit prior to November 1, 1971, and complete all required work to comply with Board of Supervisors' Resolution 706-70 by January 3, 1972.

If you should have any questions, please contact Mr. Sheldon Fein, Telephone No. 558-3901.

Very truly yours,

S. M. Tatarian
Director of Public Works

Enclosure: Resolution No. 706-70

* RECOMMENDED:

Robert C. Levy
City Engineer

SRF/nh

cc: Transit Task Force
Market St. Development Corp.
Mr. Norman Wolff
Mr. George Baglin

Remodeling Holdouts

Foot-Dragging On Market Street

By Elmont Waite

Two civic leaders are among 40 property owners whose Market street holdings still aren't ready to allow street - beautification sidewalk projects to proceed, City Hall confirmed yesterday.

The City Department of Public Works identified the two as Vernon Kaufman, unofficial city greeter, who owns business offices at 1649 Market street; and Eugene Friend, Recreation asd Park Commissioner, owner of property at 972 and 969 Market, and a director of the private Market Street Development Project which is promoting the beautification of street.

Public Works Director S. Myron Tatarian said yesterday that a total of 40 "final notices" had been mailed this week to Market street property owners who have not yet either abandoned or propertly rebuilt their under-sidewalk spaces, to make way for beautified sidewalks above them.

PAY

The notices make it clear that the city will have its own contractor proceed to do all necessary work — and file liens against the property to pay for the job.

Friend said he was frankly "amazed" at Tatarian's action, and noted that he is working steadily to have the work on his properties completed by January 1, the extension date granted him by the Public Works office.

"It's preposterous," he said. "I am most, most interested in the beautification of Market street. I'm gung ho for this entire project."

Friend said engineering work has been completed at one location and that similar work is under way on his other parcel.

Likewise, Kaufman said he had been granted an extension until January 1 and insisted the necassary work would be completed by that date.

OBSTACLES

Bernard Averbuch, director of the Market Street Development Project, said he hoped this week's action will clear away the last obstacles to swift completion of the whole Market street beautification project.

"We hope the contractor can work on the area between Fifth and Seventh streets, on Market, by January 3 — and between Fifth and Fremont streets, on Market, by March." Averbuch said.

All property owners along Market were given notice last spring that their under-sidewalk spaces would have to be filled in or rebuilt.

"At the time, we thought street-level construction and beautification would be started by July 1," said John Cribbs, assistant city engineer.

However, delivery of the decorative bricks to be used on the new sidewalks was delayed, "and we couldn't go to bid on the contract until September — so we're delaying starting the job until after Christmas shopping is over," Cribbs said.

Meanwhile, however, the "final notices" have been sent out.

MARKET STREET DEVELOPMENT PROJECT • 870 MARKET STREET, ROOM 476 • SAN FRANCISCO, CALIFORNIA 94102 • 362-2500

30 December 1971

Jack Barron, Project Manager
Transit Task Force
1182 Market street
San Francisco, CA 94102

Dear Jack:

Lou Simon of KPIX, who is also president of the Convention and Visitors Bureau, has an idea of Market Street bricks and sidewalks which I would like to pass on to the Task Force for discussion.

He suggested an idea of having the names of famed San Francisco persons inscribed in some manner on the new bricks, or sidewalks, which would become an added attraction. He cited as an example the sidewalks in front of Hollywood's Chinese Theatre.

This idea of names could also be applied to the two large plaza areas also to be constructed on Market Street. This idea seems good enough to explore and I would like to discuss this further at one of our meetings.

Sincerely,

Bernard Averbuch
Executive Director

San Francisco Progress 3
Friday, Dec. 31, 1971 ★

More work to begin on Market St. soon

The first contract in the reconstruction of the surface of Market St. under the $24.5 million beautification bond issue of 1968 will begin today (Monday) in the area from Fifth to Seventh Sts.

Bernard Averbuch, as a spokesman for Market St. businessmen, said the work "is surely to result in the most dramatic improvement in any major thoroughfare of any American city in modern times."

At the same time, work is expected to begin on the construction of the $2,104,000 Andrew Hallidie Plaza at Powell and Market Sts. The project includes the extension of Fifth St. to O'Farrell St. and also the improvement of the Cable Car turntable area.

The firm of Christensen and Foster of Santa Rosa won the bid to do this work.

The contract to complete the beautification of the area from Fifth to Seventh Sts. totals $1,599,000 and the bid was won by the firm of McGuire and Hester of Oakland.

The contractor's work in this first area will include removal of the top layer of sidewalk and installation of the new decorative brick; refurbishing and replacement of the "Path of Gold" light standards; installing an irrigation system for trees and electrical conduits for lighting the trees; installing suitable foundations for street furniture and installing newly designed traffic signals and signs. The high pressure fire hydrant system will also be renovated.

This work, between Fifth and Seventh Sts., is scheduled to be completed in one year. The trees are scheduled to be planted late in 1972.

The sidewalk contractor, and later ones as well, will arrange to purchase the sidewalk brick through the City so as to control the supply. The entire supply of 4,200,000 bricks for Market St. is being manufactured by the Higgins Brick and Tile Company of Torrance, Calif.

Street car and bus traffic will be maintained as usual during construction and special efforts will be made for pedestrian's safety.

The previous sidewalk construction barriers in this Market St. sidewalk section was that of the property owners who were required to fix their sub-sidewalk area as in order that the City's work could begin.

Temporary wooden bridges of sturdy construction, with hand rails, will be placed at store entrances when needed.

The next section of Market St. sidewalk work will begin sometime in April in the area from Fifth to Fremont Sts.

Page 10—S.F. Examiner Tues., Dec. 28, 1971

Red Gold to Glow On Market Street

By Donald Canter
Urban Affairs Writer

The first of the 4,200,000 bricks that will make Market Street look as glittering as though it were paved with gold will be ceremoniously cemented in place Jan. 6.

Though baked clay rather than gold bricks, they'll cost plenty.

Ordered by The City to spruce up the street's sidewalks from the Ferry Building to the Central Freeway overpass, the bricks have a $608,000 price tag.

Putting them down will cost $3.20 per square foot. With five bricks measuring one square foot that makes for 64 cents per brick in labor and mortar.

$2.7 Million

With the Market Street sidewalks to be adorned with brick measuring 190,000 square feet, the total labor cost comes to over $2.7 million.

Bricking Market from Fifth to Seventh Streets, the first phase of the project, will take a year.

That partial job includes removing the top layer of sidewalk, installation of the brick, replacing the Path of Gold light standards, installing irrigation system for trees, foundation for street furniture and newly designed traffic signals and signs.

Total cost of the two-block work is $1,500,000, the low bid by the firm of McGuire & Hester of Oakland.

The bricking and assorted other beauty treatments of Market Street will be done in overlapping phases, taking several years.

The work, according to Executive Director Bernard Averbuch of the Market Street Development Project, "is surely to result in the most dramatic improvement in any major thoroughfare of any American city in modern times."

In the presence of Mayor Alioto and other City and civic officials, the first brick will be mortared into immortality at the northwest corner of Market and Fifth Streets.

At the same time, work will start on the construction of the $2,104,000 Andrew Hallidie Plaza at Powell and Market.

That project also includes improvement of the cable car turntable area.

Bond Issue

All the work is part of the $34 million Market Street beautification project for which the electorate approved a $24 million bond issue and Uncle Sam chipped in $10 million.

City Engineer Robert C. Levy said streetcar and bus traffic will be maintained "as usual" during construction.

He promised special efforts to assure the safety of pedestrians with temporary wooden bridges with hand rails to be placed at store entrances when and where needed.

Paving the Way

The City's Transit Task Force, in charge of it all, will ask a joint meeting of the Board of Supervisors' Finance and Streets Committees Jan. 12 to pass a resolution paving the way for whatever must be paved and done to spruce up Upper Market Street.

The resolution calls for approval of a "schematic design" prepared by the firm of Whisler-Patri Associates, including those for the transit stations at Market-Church and Market-Castro streets intersections.

Upper Market Street beautification, from the Central Freeway overpass to the Twin Peaks tunnel, will be financed from gas tax funds.

DAILY COMMERCIAL NEWS

Monday, December 28, 1971

arket Face-Lifting to Begin at 5th St., Hallidie Plaza

construction of the surface arket St., approved by San isco voters by a yes vote on 5 million bond issue in June, will begin Monday, accord- Bernard Averbuch, execu- rector, Market St. Develop- Project.

erbuch said McGuire and r, Oakland, will begin work autification of Market from o Seventh St. under a $1,- 00 contract and Christensen ster, Santa Rosa, will start n the $2,104,000 Andrew Hallidie Plaza at Powell and Market Sts.

The "very last brick, very last tree and very last pipe" of the project (not necessarily in that order) are expected to be laid sometime in 1974, Averbuch said. Total cost of the project with assistance of a federal grant is expected to be $34 million.

The Fifth to Seventh St. program will include removal of the sidewalk and installation of decorative brick; refurbishing and replacement of the Path of Gold light standards; installation of an irrigation system for trees and electrical conduits for lighting the trees; installation of "street furniture" foundations and newly-designed traffic signals and signs; and high pressure fire hydrant system.

The 4,200,000 bricks needed for the entire renovation project will be purchased from Higgins Brick and Tile Co., Torrance, through the City in order to control the supply, according to transit task force project manager Jack Barron.

Completion of the Fifth to Seventh St. work is expected to take a year with trees scheduled for planting late in 1972.

The Andrew Hallidie Plaza project includes extension of Fifth St. to O'Farrell and the improvement of the cable car turntable area.

City Engineer Robert C. Levy said street car and bus traffic will be maintained as usual during the construction as will cable car service.

San Francisco Chronicle ★ Tues., Dec. 28, 1971

Monday Start

Beautification of Market Street

The first stage of Mar- street beautification — n Fifth to Seventh et — will begin next day, it was announced terday.

the same time, work is cted to start on con- tion of the Andrew Hal- Plaza at Powell street Market.

mmencement of the jobs announced by Bernard buch, executive director e Market Street Devel- Project, composed of downtown businesses concerned with the $34 million beautification program.

Averbuch said the Market street work will include replacement of the present temporary sidewalk with decorative brick. Refurbished "Path of Gold" light standards will be installed, along with new street furniture and specially designed traffic signals and signs.

The contractor, McGuire and Hester of Oakland, will put in an irrigation system for trees as well as electrical conduits for lighting the sycamores, which are scheduled to be planted late next year.

McGuire and Hester will have a year to complete its $1,500,000 project.

Averbuch said the next section of Market street sidewalk work will begin sometime in April in the area between Fifth and Fremont streets.

Street car and bus traffic will be maintained as usual during the construction and temporary wooden bridges will be placed at store entrances when needed.

The firm of Christensen and Foster of Santa Rosa has charge of the $2,104,000 Hallidie Plaza contract. It includes extension of Fifth street to O'Farrell street and also, improvement of the cable car turntable area in conjunction with a subway entrance. (Hallidie was the inventor of the cable car.)

...ades of Bootleg Past

Page 44—S.F. Examiner
Thurs., Jan. 6, 1972

Buried 'Speak' Dug Out

By Robert Patterson

BART workman Jerry M. Gobert made some interesting archaeological finds while gouging out space for Market Street beautification projects under the Fox Warfield Theater at the Taylor Street intersection yesterday, but he wasn't fooled.

He knew that the elaborate underground structures he ran into under the theater weren't secret Indian burial grounds or subterranean Roman viaducts, or even Don Gaspar de Portola's gold storage rooms.

Gobert is a member of one of the construction teams installing tree wells at regular intervals up and down the town's main stem as part of plan to turn it into a sort of brick-paved Champs Elysees of the West.

Filling Station

Correctly interpreting certain anthropological specimans that didn't fit in with either the present or the remote past he concluded the fancy establishment in the basement of the movie house was "a speak," short for speakeasy, meaning a Prohibition Era filling station.

Local thirst experts with long memories remember the place well and fondly. Owned by onetime burlesque star Will King, the Oasis was one of the finest of the Volstead Act ship - and - swallow resorts.

Its monkey - and - nude murals — once considered risque because of their uninhibited reproduction of female mammary glands — are still there, under four decades of dust, verdigris, and congealed nostalgia.

BART WORKMAN JERRY GOBERT VIEWS PROHIBITION RELIC
What's left of Will King's old Oasis unearthed beneath Warfield Building
—Examiner Photo

Still present were the sink drains equipped with heavy metal knobs without which any speakeasy bartender was as helpless as a bedridden bank robber; the knobs against which the booze bottles were broken when the prohibition enforcement agents showed up.

Five blocks down Market Street other archaeological finds were being made in another basement.

Under the monolithic Monadnock Building, next to the Sheraton-Palace Hotel was found all that remained of the historic Dawn Club, where many a paddy wagon backed up to the entrance at 40 Annie St. in the dear, dead days when 'possession of alcoholic beverages" could win a citizen a free trip to the fifth floor of the old Hall of Justice on Kearney Street.

Upstairs Joint

Mine host of the period was Frankie Hunter, an impecunious operator who — rumor of the period said — borrowed enough money and enough booze from other wassail merchants to get open each night.

Nearby in the Kearny Street end of Maiden Lane (before daffodils blossomed there on the first day of spring) was Solari's, where one went upstairs and drank his brew out of a coffee cup.

And there was Shanty Malone's Ellis Street, where future archaeologists will indeed be baffled by the small round hole cut in the street door, and the markings on the floor, placed there so that Malone's gridiron-minded clients might replay the center rushes and end-runs as they came over the radio.

When scientists of the future get to digging up the sub-basement of a building on Mason Street, between Geary and Post, they will ponder long over a small chamber reached by a metal slide.

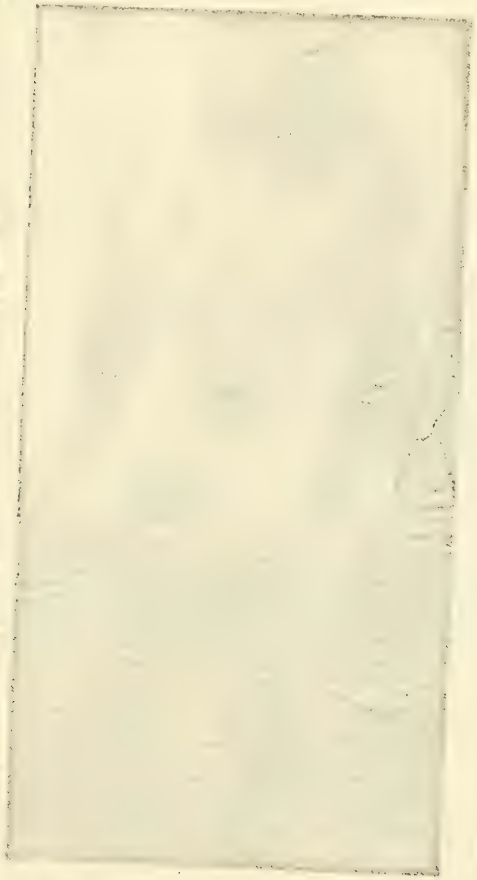
Hideaway

The exitless chamber — still there, one hears — is actually in the building next door and has baffled many a building inspector in the years that have intervened. Into this area, the proprietor of the basement speakeasy called "Ralph's" used to slide those of his customers who didn't want to take the Kearny Street ride.

A well-known member of the bar once fractured a limb and received condolence for the rest of the winter for his "ski accident" after being so protected.

And then there's the interesting establishment with the peek-holed front door in the basement at Masonic and Geary which is still just about the way it was when it was closed on the eve of Repeal, and the small club reached by a back door of an undertaking parlor at . . .

Page 32—S.F.Examiner ☆☆☆ Fri., Jan. 7, 1972



Bricking Market St.

Mayor Alioto prepares to lay the first brick for sidewalk at Fifth and Market Street yesterday in ceremonies marking the start of bricking Market from Fifth to Seventh Street. This is part of the work authorized by the $24.5 million bond issued passed in June, 1968, for the beautification of the surface of Market Street. Thomas J. Mellon, chief administrative officer, and George M. Silliman of Fremont, president of the board of directors of BART, were among civic officials attending.

CITY AND COUNTY OF SAN FRANCISCO
TRANSIT TASK FORCE

OFFICE OF THE
PROJECT MANAGER

1182 MARKET STREET, SUITE 422
SAN FRANCISCO, CALIFORNIA 94102
558-3757

February 25, 1972

Mr. Bernard Averbuch, Executive Director
Market Street Development Project
870 Market Street
San Francisco, CA 94102

Dear Mr. Averbuch:

As requested in your letter dated December 30, 1971, we have reviewed the proposal contained therein to inscribe the names of famed San Francisco persons on the new Market Street brick sidewalks. This idea was also submitted to the Market Street Joint Venture Architects and the Mayor's Technical Advisory Committee for their appraisal.

After examining the political and mechanical ramifications, they decided not to implement a plan of this type on Market Street.

In the past, San Francisco has traditionally honored its famed citizens by several other methods which seem to gain great public acceptance such as street or plaza naming. Thank-you for bringing this idea to our attention.

Very truly yours,

Jack

Jack M. Barron
Project Manager

9 February 1972

OUR MAN ON THE TOWN

By Jack Rosenbaum

★ ★ ★

THE FIRST of Market Street's new 4,500,000 sidewalk bricks was laid Jan. 6 with civic ceremony, but as we recently itemed, not a single brick has been laid since. Seems the bricklayers weren't ready. Undismayed, Bernie Averbuch of the Market Street Development Project has scheduled another civic event in mid-March, using the same ceremonial brick — which has been on his desk all these weeks.

Connection at Point A	$ 100.00
Connection at Point B	100.00
Connection at Point C	100.00
Connection at Point D	100.00
Cutting through walls	200.00
330 feet of 8 inch pipe and fittings	2,640.00
Construct New Sewer Laterals	1,000.00
Sub-Total	$ 4,240.00
Contingencies	420.00
TOTAL COST	$ 4,660.00

Summary

It is recommended that the Market Street Alternate be used not only from a cost standpoint, but also because full utilization of the vault area and basement can be made.

COMMERCIAL BUILDING

Existing Conditions

The basement of most of this building is occupied by the Milens Jewelers stock room. Down the center of this basement is a wall with a sump pump on the east side to pick up miscellaneous flow and the ladies rest room.

There is another sump pump on the west side that picks up the men's room, the rest room for the elevator shaft area and miscellaneous piping. All of the flow from this building including the above pumps goes through an 8 inch pipe which increases to a 10" pipe and goes through the north wall of the vault about eight feet below sidewalk grade. See Exhibit "B".

Since the Station will take up about twelve feet of the vault, the elevator shaft area restroom, the adjacent pump and a portion of the Milens men's room will have to be relocated.

There are four possible routes for sewering this building. These routes are to Market Street, Jessie Street, Pioneer Court and Fourth Street.

Market Street Alternate

Sewage from this building cannot flow by gravity to a sewer main above the station. All of the sewage will have to be pumped after the construction of the Station. There will be a partial off-setting saving though because the existing pump that is to be relocated, will only have to be abandoned and not reinstalled, and all flow that was to go to the relocated pump can be discharged into the new pump.

Install new pump and connections	$ 6,000.00
Savings on relocating existing pump	(750.00)
Cutting through wall	100.00
Rental and installation of 60 feet of temporary pipe	240.00
Connection to new sewer lateral after Station construction	200.00
Sub-Total	$ 5,790.00
Contingencies	580.00
TOTAL COST	$ 6,370.00

Jessie Street Alternate

After reconstruction of the men's rest room, the elevator area rest-room, and the relocation of the existing pump, the discharge line from the relocated pump will drain into a new 10 inch sewer beginning at the north end of the archway in the basement at ceiling level and flow by gravity to Jessie Street. On its route it will pick up flow from the second pump and from various locations that are now draining into the existing line. At the point where it goes out of the building it will have to be supported from the adjacent building wall or stand on supports until it goes underground part way up the loading ramp. Then it will continue underground to Jessie Street where a new collector sewer will have to be built to Fourth Street.

Relocating Existing Pump	$ 750.00
Cutting through wall	100.00
320 feet of 10 inch sewer and fittings	3,200.00
Excavation under ramp	250.00
300 feet of collector sewer	3,000.00
Reconnecting all incoming sewers	500.00
Sub-Total	$ 7,800.00
Contingencies	780.00
TOTAL COST	$ 8,580.00

Pioneer Court Alternate

Because of the shallow depth of the end structure in this street, and the apparent size of the sewer line, it does not appear physically possible to discharge all of the effluent from this building into this sewer. In order to use this routing for the sewer, a new main sewer that would be larger and deeper than the existing sewer would have to be constructed. By the use of the Pioneer Court Alternate, the construction would be the same, at the front of the building, as for the Jessie Street Alternate, but the new sewer line would turn east opposite the end of Pioneer Court rather than going all the way to Jessie Street.

Relocating Existing Pump	$ 750.00
Cutting through wall	100.00
170 feet of 10 inch sewer and fittings	1,700.00
240 feet of Collector Sewer	2,400.00
Reconnecting all incoming sewers	500.00
Sub-Total	$ 5,450.00
Contingencies	550.00
TOTAL COST	$ 6,000.00

Fourth Street Alternate

This building loses about one-half of its vault area by virtue of the size and shape of the station. The loss of the balance of the vault area for the construction of a sewer is therefore not as damaging as the loss of the whole vault area solely for the construction of the sewer as is the case with the adjacent Pacific Building.

If a public sewer is to be constructed in the vault area to Fourth Street, the Pacific Building would lose all of its vault area. In order not to lose the vault area, the possibilities of a private sewer were studied. Because building sewers must be at a grade of 2%, it is impossible to drain this building to Fourth Street without pumping first. If it is necessary to pump, then the Market Street Alternate is more acceptable because the problem of maintaining a sewer line in someone elses basement is always a problem. In addition, the cost of this construction is higher than the Market Street Alternate.

Install New Pump and Connections	$6,000.00
Savings on relocating existing pump	(750.00)
Cutting through wall	300.00
230 feet of 10 inch pipe and fittings	2,300.00
Construct New Sewer Lateral	700.00
Sub-Total	$8,550.00
Contingencies	860.00
TOTAL COST	$9,410.00

Summary

The least expensive approach, which would entail no cost to the owner of this building, would be to sewer this building in accordance with the City proposal of a sewer in the Pacific Building vault, but this is exactly what is not desired by the Pacific Building. The next least expensive method is the Pioneer Alternate. Even though the Pioneer Alternate is less expensive than the Market Street Alternate, the difference of approximately $370.00 could very easily be used up in legal fees, title reports, fees to acquire a right-of-way in Pioneer Court and also in engineering, inspection, and determination of the carrying capacity and possible redesign of the Pioneer Court private sewer. Therefore, it is recommended that this building be sewered to a new City sewer to be constructed above the Station.

ANGLO BUILDING

Existing Conditions

Field investigations and information received from the City, the tenants and the building superintendent, indicates that all of this building's sewers discharge into Ellis Street. Therefore, no problems exist with the sewering of this building.

SOMMER-KAUFMANN and MUSIC BOX

Existing Conditions

These two buildings are grouped together because their problems are almost identical. To begin with, most of the vault area is being taken for the construction of the Station, thereby leaving only about 30% of the vault area as usable space. Secondly, both buildings have restrooms in the basements and also existing sump pumps, see Exhibit "B".

In Sommer-Kaufmann the sewer draining to Market Street picks up roof water and the drainage from the lobby planter boxes. In the Music Box the sewer draining to Market Street picks up mostly roof water. The sewer in Sommer-Kaufmann is six inches in diameter and is about nine feet below sidewalk grade, and in the Music Box it is an eight inch sewer and is about eight feet below sidewalk grade.

Both of these buildings can be sewered in three directions. These directions are to Ellis Street, Market Street and to the existing pumps.

Ellis Street Alternate

By intercepting the existing sewers approximately two feet below sidewalk grade, a new sewer could be constructed, supported from the walls of the basements, through the north wall of the basement and into the brick sewer in Ellis Street.

	Sommer-Kaufmann	Music Box
Connection at front of building	$ 100.00	$ 100.00
Cutting through wall	100.00	100.00
130 feet of 6 inch pipe and fittings	780.00	780.00
180 feet of 8 inch pipe and fittings	-	1,440.00
Construct new sewer lateral	700.00	700.00
Sub-Total	$ 1,680.00	$ 2,340.00
Contingencies	170.00	230.00
TOTAL COST	$ 1,850.00	$ 2,570.00

Market Street Alternate

Upon further investigation with BARTD it was determined that the present construction plans for the station, showing the size and shape of the skylights, will allow the passage of pipes between the cone sections. Therefore, it now becomes possible to sewer these buildings to Market Street.

	Sommer-Kaufmann	Music Box
Connection at front of building	$ 100.00	$ 100.00
Cutting through wall	100.00	100.00
Rental and Installation of 35 feet of temporary pipe	140.00	-
Rental and Installation of 25 feet of temporary pipe	-	100.00
Connecting to new sewer laterals after station construction	200.00	200.00
Sub-Total	$ 540.00	$ 500.00
Contingencies	60.00	50.00
TOTAL COST	$ 600.00	$ 550.00

Existing Pumps Alternate

The sewers in these buildings can flow by gravity to the existing restrooms and then by gravity through existing underground lines to the existing pumps, or if the existing underground pipes are too small to handle the flow, the gravity pipes will have to go all the way to the existing pumps. Since the flow in these pipes will include substantial roof drainage, it is not recommended to discharge into the existing lines under this alternate, but to go directly to the existing pumps.

	Sommer-Kaufmann	Music Box
Connections at front of building	$ 100.00	$ 100.00
Connections at existing pumps	100.00	100.00
160 feet of 8 inch pipe and fittings	-	1,280.00
110 feet of 6 inch pipe and fittings	660.00	-
Sub-Total	$ 860.00	$ 1,480.00
Contingencies	90.00	150.00
TOTAL COST	$ 950.00	$ 1,630.00

Summary

From a first cost and long term maintenance view, these buildings should be sewered to Market Street to a new collector constructed above the level of the station. Some care will have to be taken though in laying out the sewers between the skylights so that there will be no interference with other utilities that will now also be constructed between the skylight domes.

All existing sewers that presently flow by gravity or pumping to Ellis Street are not to be changed.

CENTRAL GROUP BUILDINGS

Existing Conditions

The Central Group Buildings shown on Exhibit "B" consist of Hardy-Gensler Lee and Samuels Jewelers fronting on Market Street, and John's Grill fronting on Ellis Street. There are two 6 inch sewer lines in Hardy-Gensler. One of these goes north through John's Grill to the Ellis Street sewer, and the other goes west into the wall to Samuels Jewelers but is not locatable in their basement. In addition, there is a 2 inch line that goes from east to west just north of the rest room, turns south and goes into the P.G.&E. vault and drops down into a 4 inch line. This 2 inch line is about two feet below sidewalk grade. The basement restroom has a four inch sewer line, mentioned above, which also goes into the P.G.&E. vault, but turns inside the vault and goes west. It is unknown where it turns south again to go to the collector in Market Street.

There is one six inch sewer line in Samuels Jewelers that drains to Market Street. At the south wall of the vault it is about nine feet below sidewalk grade where it also picks up the basement restroom.

The problems with Hardy-Gensler and Samuels are the most complicated encountered on this project because these buildings only have access on Market Street, and because the existing basement restrooms are not presently sewered by pumping. Even so, there are two alternates for sewering these buildings. One alternate is to Market Street and the other alternate is to Ellis Street.

Ellis Street Alternate

Since Hardy-Gensler is already sewering to Ellis Street through John's Grill, we investigated with the City Plumbing Department the possibility of sewering both of these buildings through John's Grill. We were informed that in this case the plumbing department would approve the sewering of a building through another building on the following conditions:

1) Each building has its own sewer lateral to the collector sewer in Ellis Street.

2) The sewer line is within an easement recorded for this purpose, prior to the use of the line.

3) The sewer line be constructed at a 1/4 inch per foot fall.

If these items can be worked out by the owners, the only remaining problem is the sewering of the basement bathrooms. This can be accomplished by a small residential submersible sump pump similar to Yeomans EJEX package disposal unit.

If it is not possible for the owners of the three Central Group Buildings to get together to sewer to Ellis Street, maybe the owner of the Music Box or the Flood Building would give permission to run the sewer through their basements.

In order to sewer the Hardy-Gensler building, a new six inch line will have to be built from the proposed EJEX pump to the existing line in the ceiling, all the lines joined and a new line constructed in John's to the Ellis Street brick sewer. In the same way, the Samuels building will have to have a new six inch line constructed from the other proposed EJEX pump, through John's Grill, to the Ellis Street brick sewer.

	Hardy-Gensler	Samuels
Connect to line at Market Street	$ 100.00	$ 100.00
Cutting through walls	200.00	200.00
200 feet of 6 inch pipe and fittings	1,200.00	1,200.00
Construct New Sewer Lateral	700.00	700.00
EJEX package disposal unit	900.00	900.00
Sub-Total	$ 3,100.00	$ 3,100.00
Contingencies	310.00	310.00
TOTAL COST	$ 3,410.00	$ 3,410.00

If the basement rest rooms are to be abandoned, the cost would be as follows:

	Hardy-Gensler	Samuels
60 feet of 2 inch pipe and fittings	$ 120.00	$ -
90 feet of 6 inch pipe and fittings	540.00	-
Cutting through walls	100.00	200.00
200 feet of 6 inch pipe and fittings	-	1,200.00
Construct New Sewer Lateral	700.00	700.00
Sub-Total	$ 1,460.00	$ 2,100.00
Contingencies	150.00	210.00
TOTAL COST	$ 1,610.00	$ 2,310.00

Market Street Alternate

If these two buildings are sewered to a new collector main above the level of the station, it is recommended that the existing sewer from Hardy-Gensler to John's Grill be rerouted to go to Market Street. If the existing restrooms in the basements are to remain in operation, a small pump will have to be installed in each basement to lift the restroom sewage up to the proposed sewer above the station in Market Street.

	Hardy-Gensler	Samuels
Construct EJEX Disposal Unit	$ 900.00	$ 900.00
Rental and installation of 30 feet temporary pipe	120.00	120.00
Cutting Through walls	100.00	100.00
Connection to new sewer lateral after station construction	200.00	200.00
90 feet of 6 inch pipe and fittings	540.00	-
120 feet of 6 inch pipe and fittings	-	720.00
Connections to existing sewers	100.00	-
Sub-Total	$ 1,960.00	$ 2,040.00
Contingencies	200.00	200.00
TOTAL COST	$ 2,160.00	$ 2,240.00

If the restrooms in the basements are abandoned, and the sewer through John's Grill is to remain as it presently exists, there would be no need for the pumps, and the costs then would be as follows:

	Hardy-Gensler	Samuels
Rental and installation of 30 feet of temporary pipe	$ 120.00	$ 120.00
Cutting through walls	100.00	100.00
Connecting to New Sewer Laterals after Station Construction	200.00	200.00
30 feet of 2 inch pipe and fittings	60.00	-
120 feet of 6 inch pipe and fittings	-	720.00
Sub-Total	$ 480.00	$ 1,140.00
Contingencies	50.00	110.00
TOTAL COST	$ 530.00	$ 1,250.00

Summary

It can be readily seen from the above estimated costs, that the least expensive methods of sewering these buildings would be by the elimination of the basement restrooms, and the next least expensive would be by pumping to a new sewer above the level of the Station without abandoning the restrooms. Since it was indicated that the abandoment of the basement restrooms would not be an insurmountable problem, it is recommended that Hardy-Gensler and Samuels be sewered by gravity to a new sewer main above the station, whether the restrooms are abandoned or remain in service.

As an alternate recommendation for Hardy-Gensler, based on the abandoning of the restroom in the basement, the retaining of the existing sewer going through John's Grill, the connecting of the two inch line to the sewer going through John's Grill, and the loss of about 60% of the encroaching vault area due to the size and shape of the station, the costs can be reduced to a total of approximately $130.00.

FLOOD BUILDING

Existing Conditions

The Flood Building shown on Exhibit "B" has three sewer lines draining into Market Street. Line 1, the easterly line, is a pump and gravity line from the kitchen areas; Line 2, the central line, is a gravity line from the hot dog stand, juice counter, and basement restrooms. Line 1 is approximately eight feet below sidewalk grade and line 3 is about seven feet below sidewalk grade. Line 2, could not be located because it is above the ceiling. All other sewer lines appear to drain to either the Powell Street or the Ellis Street brick sewer.

The Market Street side of this building can be sewered to either Market Street or to Powell Street because of the presence of the existing pumps which are already pumping part of the sewage up to a higher elevation.

Powell Street Alternate

Beginning at line 1, intercept this line about three feet below sidewalk grade and construct a new six inch line to the point where it intercepts line 2. Then construct an eight inch line to the beginning point of the existing eight inch manifold which is supported on the south wall of the vault. Then replace the existing eight inch manifold with a new ten inch sewer suspended from the south wall. This new ten inch sewer will then extend through the west wall of the building and into the brick sewer in Powell Street.

Connection to Line 1	$ 100.00
Connection to Line 2	100.00
Connection to Line 3	100.00
50 feet of 6 inch pipe and fittings	300.00
40 feet of 8 inch pipe and fittings	320.00
125 feet of 10 inch pipe and fittings	1,250.00
Cutting through walls	100.00
Construct new sewer lateral	1,000.00
Sub-Total	$3,270.00
Contingencies	330.00
TOTAL COST	$3,500.00

Market Street Alternate

Since Line 1 and Line 2 can be intercepted above their point of dis-

charge and Line 3 can be modified by the raising of the existing eight inch manifold closer to the ceiling, this building can be sewered to a new sewer in Market Street above the station.

Connection to Line 1	$ 100.00
Connection to Line 2	100.00
Connection to Line 3	100.00
60 feet of 10 inch pipe and fittings	600.00
Cutting through walls	300.00
Rental and installation of 280 feet of temporary pipe	1,120.00
Connection to new sewer laterals after station construction	600.00
Sub-Total	$ 2,920.00
Contingencies	300.00
TOTAL COST	$ 3,220.00

Summary

Because of the only slight difference in cost between the two alternates, either routing could be used to sewer this building. The determining factor would be what routing the adjacent building owners arrive upon as the best system for their own use. If the adjacent buildings are to sewer to Market Street, the Flood Building should sewer to Market Street. The reason for this is that if the Flood Building does not sewer to Market Street and the adjacent buildings do, then the costs for the adjacent buildings would be increased to take care of the cost of the temporary pipe in front of the Flood Building.

SUMMARY

Because of the possibility of the owner of one building desiring to sewer in one direction and the owner of another building desiring to sewer in another direction, and thereby possibly causing confusion, it is therefore recommended that the system designated below and shown on Exhibit "C" be constructed.

1) Either the Ellis-Powell or Ellis-Anna City Sewer be constructed in lieu of the proposed 48 inch sewer in the vault.
2) New collectors be constructed above the level of the station, and
3) All of the buildings to sewer to the new Market Street sewers above the station.

In accordance with the body of this report it is estimated that the cost for sewering these buildings will be as follows:

Pacific Building	$ 2,460.00
Commercial Building	6,370.00
Anglo Building	No Cost
Sommer-Kaufmann	600.00
Music Box	550.00
Hardy-Gensler	530.00
Samuels	1,250.00
Flood Building	3,220.00

There are several items that must still be taken into consideration that are almost impossible to estimate. These items include, but are not limited to, such expenses as engineering, inspection, disturbance to normal operations due to the proposed construction, checking fees, legal costs, etc.

Relative to the exhibits which are attached hereto, many items that are shown on them are by symbol only; and the exact locations of such items as proposed pumps are only shown to designate on item of work that will have to be constructed, and are not an indication of the exact location.

In order to permit a review of the problems and considerations concerning this project, on the original deadline date of March 3, 1967 a preliminary report was prepared and submitted. At a meeting of the concerned parties on March 3, 1967, it became apparent that final decisions could be deferred. The extension of time permitted additional and more detailed studies, and these are reflected in this final report. It should be noted that some cost items and details of the report, have been adjusted, and we therefore suggest that this final report be reviewed anew by the Market Street Development Project and other concerned agencies.

MARKET STREET DEVELOPMENT PROJECT, INC.
870 Market Street, Room 348, Flood Building
San Francisco, Calif. 94102

August 18, 1967

UNDERPINNING AND COLUMN PICKUP

Underpinning and column pickup are terms used to describe methods used to insure against minor distortion of buildings near heavy construction. This distortion might occur as a result of unexpected earth movement.

As you can imagine, and many building owners know by now, one or the other of these operations will be required on many of the buildings on Market Street.

The attached drawing can be used to help understand the two processes. While these pictures happen to show underpinning on a concrete structure and column pickup on a steel structure, both processes can and will be used on either structure.

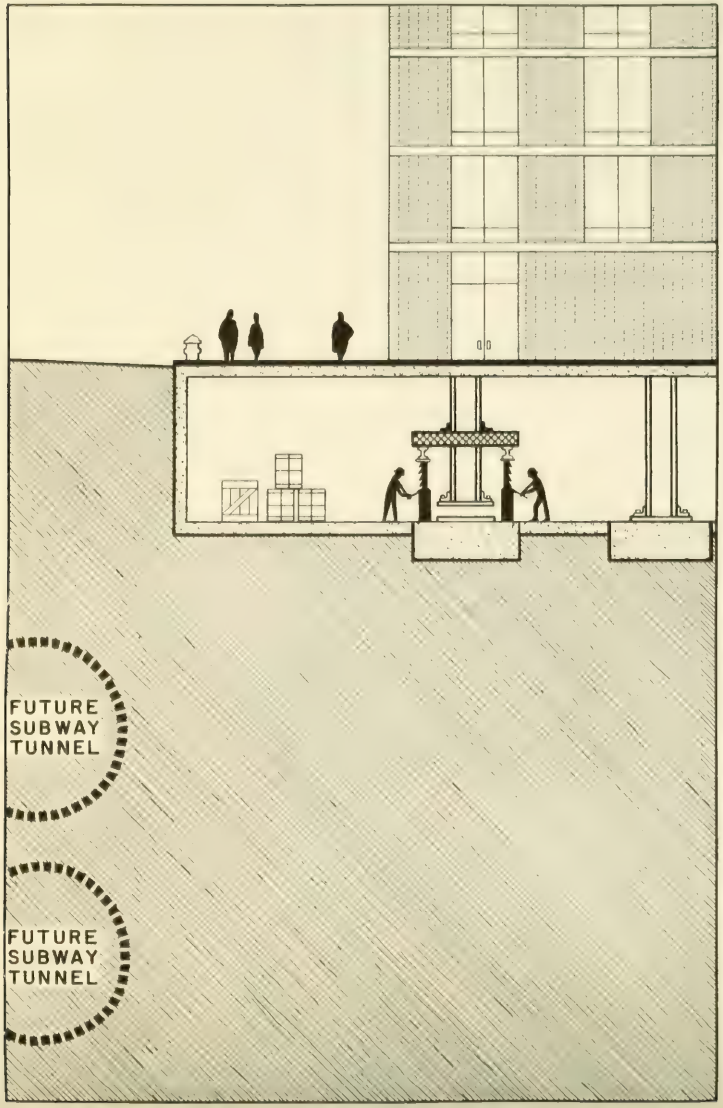
UNDERPINNING is employed near construction which excavates relatively large volumes of earth to depths greater than adjacent building footings. This is generally the case at the station excavation areas.

Underpinning is the transferring of the load on a footing from the soil immediately under the footing to the soil at a much greater depth by the means of long steel "pins". These pins are usually heavy steel pipe of large diameter placed in short segments.

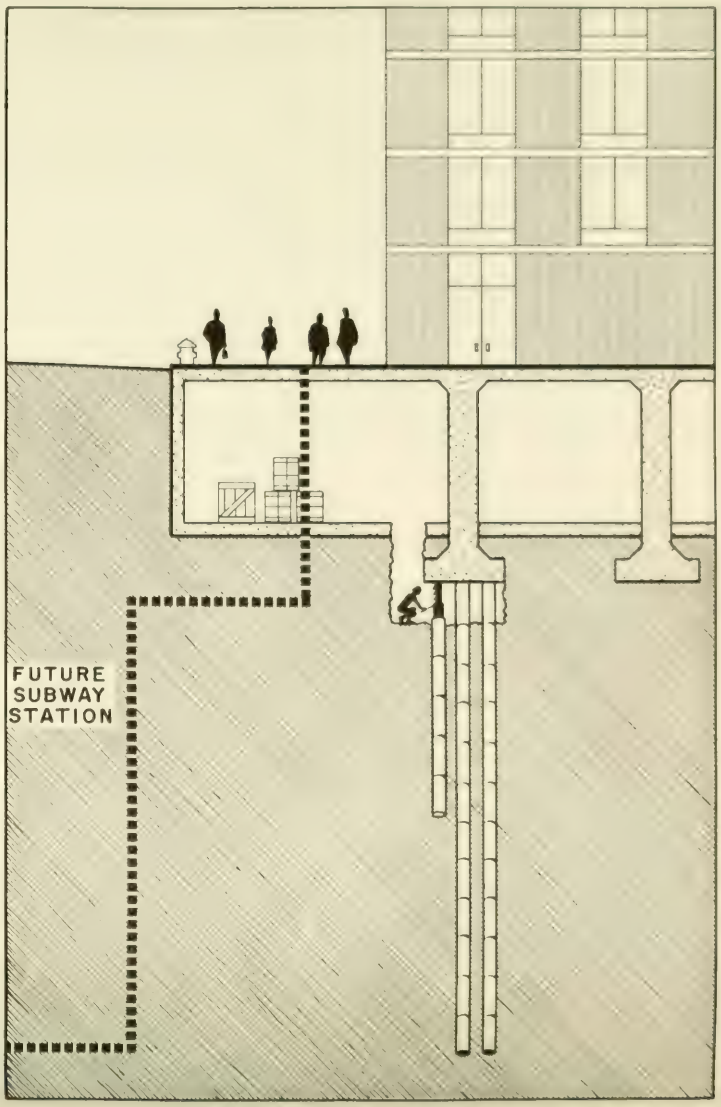
Underpinning is usually performed prior to the time adjacent excavation reaches a depth equal to the depth of the building footings to be underpinned.

Underpinning is, in sequence under any footing, the excavating of earth, the jacking or forcing of heavy steel pipe sections into the ground, the removing of earth from the pipe, the placing of concrete within the pipe, and the wedging of the pipe to the bottom of the footing to carry the load. The footing is then attached to the pins.

COLUMN PICKUP is employed near construction which does not remove relatively large volumes of earth, such as driving tunnels. This method will generally be found at in use locations between the station excavations. Column pickup procedure during construction is the unbolting of the column from the footing, the placing of the column load on jacks which bear on the footing, the jacking of the column and footing apart is soil subsidence occurs, then after completion of construction the placing of shims under this column and rebolting the column to the footing. Usually only those columns and footings nearest construction are considered for underpinning or column pickup.



COLUMN PICKUP



UNDERPINNING

OFFICE OF THE MAYOR
SAN FRANCISCO

JOSEPH L. ALIOTO

August 14, 1969

James W. Coutts, Brigadier-General (Ret.)
Co-Chairman
Market Street Advisory Committee
870 Market Street
San Francisco, California 94102

Dear General Coutts:

Thank you for your recommendations concerning the design of mezzanine extensions and entrances to BARTD stations on Market Street, contained in your letter of July 10, 1969.

Enclosed you will find a report by the Transit Task Force which, I believe, explains the reasons behind their proposals to the Board of Supervisors.

Your continuing attention to the problems arising from the current activity on Market Street is extremely helpful to me and is gratefully appreciated.

Very truly yours,

Joseph L. Alioto

Joseph L. Alioto

JLA:JCN:all
Enc.

August 14, 1969

The Honorable Joseph L. Alioto
200 City Hall
San Francisco, California 94102

Dear Mayor Alioto:

Subject: Mezzanine Extensions

This letter is being submitted to you at this time in order to comment upon the recommendations of General Coutts, representing the Market Street Advisory Committee, made to the Joint Streets and Transportation and Planning and Development Committee Hearing of Monday, July 7, 1969 and contained in his letter to you of July 10, 1969.

General Coutts felt it vital that there be a station entrance on the north side of Market Street east of, and as close to, Montgomery Street as is permissible to permit proper vehicular traffic flow between Market and Post Streets. An entrance in the vicinity of Post and Market Streets was not shown on our drawings nor discussed during our presentation because this entrance is not part of the Federal Grant that was being considered.

The location of this proposed Entrance "L" is a separate issue within itself and should not be permitted to be drawn into any other negotiations or projects involving the City. Attached hereto are copies of letters between BARTD and the Task Force dated January 23, 1967, March 8, 1967, March 17, 1967, March 6, 1969, May 8, 1969, and July 10, 1969 concerning the proposed location of the entrance. We have repeatedly informed BARTD that the City does not desire that this entrance be located in the roadway of Post Street. The Municipal Railway, the Traffic Engineering Division of the Department of Public Works, and the Department of City Planning are all opposed to the location of this entrance on Post Street between Montgomery and Market Streets. However, they all agree that it could be conveniently located a short distance easterly on Market Street within the new 35-foot sidewalk, as recommended by General Coutts. Therefore, we agree with the Market Street Advisory Committee that this entrance should be constructed a few feet easterly from the BARTD proposed location and within the 35-foot Market Street sidewalk. This arrangement, we believe, will adequately serve the transit patrons using the Montgomery Street Station and will permit proper vehicular traffic flow between Market and Post

Streets.

The Yerba Buena Center entrance, recommended by the Transit Task Force, connects the Powell Street Station Mezzanine Extension to the Yerba Buena Center. This redevelopment area will contain exceptional transit patronage generators; such as, a sports arena, exhibit hall, a hotel, a theater, airline terminal facilities, and others with which you are familiar. This connection between the Yerba Buena Center and the Powell Street Station must be made now as a part of this project because deferring its construction to a later date would necessitate suspension of Municipal Railway subway service to allow internal shoring of the tunnels.

The Transit Task Force recommended that the proposed extension across 7th Street be eliminated because the subsurface soil and water conditions at this location present serious construction problems. Constructing an extension at the depth of the existing mezzanine floor would be unreasonably expensive and could involve substantial risk of damage to adjacent private buildings. A shallower extension with a floor five to six feet above the mezzanine floor could be constructed, but this difference in elevation between the two floors would decrease visibility into the mezzanine extension, and pose security and sanitary problems. The station architects considered such an extension to be a detriment to the station.

Very truly yours,

J. M. Barron
Project Manager

JM/all
Attached

November 29, 1961

Mr. Terrence O'Flaherty
San Francisco Chronicle
Fifth & Mission
San Francisco, California

Dear Terry:

With reference to your comments on the Market Street Assignment Four program, I wish to surprise you by agreeing that my role was rather miserable, in fact no one suffered more than I in viewing the program. This is particularly irritating to me in view of the fact that I am bristling with ideas for Market Street, and was under the impression that this would be done on an interview basis, but when getting before the camera, I was told to start talking, and frankly felt a little bit like a hesitant bride! Unfortunately, while also knowing who the other speakers were, I did not know what they would say and was hesitant in going over some of the points that I thought for example, Constance Field would touch on, and which unfortunately she did not.

My feeling about this is all the more disappointed because I thought the introduction to the program was excellent, and frankly I was extremely pleased to have the opportunity to discuss Market Street. Maybe you will have another session on this, at which time we can all be more relaxed and speak our piece.

In any event I think the show did make its point interestingly well and will consequently benefit future community action.

Cordially

JOHN E. HIRTEN
Executive Director

arket street development project
0 MARKET STREET SAN FRANCISCO, 94102 • 362-2500

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UTIVE DIRECTOR
ARD AVERCH

MEMO: Press Conference

RE: New Brick on Market Street

Officials of the Bricklayers Union and the Hodcarriers Union will preside at ceremonies marking the new bricking of the first section of sidewalk on Market Street at 11 a.m. Tuesday 18 April 1972 at 7th and Market Streets (at the Shaw Hotel).

The union officials, whose members are doing the brick paving, are Patrick J. Canavan, secretary-treasurer of Local 7 of the Bricklayers Union, and Chris O'Callaghan, business manager of Local 37, Hodcarriers Union.

The union officials will present mounted souvenirs of the Market Street brick to several City and civic officials.

Jack Barron, project manager of the Transit Task Force, will be present to report on the brick paving schedule for the next section of Market Street, and the planting of trees.

There will be more than 4,500,000 new bricks placed on 2 1/2 miles of Market Street sidewalks. They are a natural red color with a smooth extruded surface and are set in a herringbone pattern.

# # #

Brick by Brick, It's A Long Job

Several bricklayers at work on Market Street between Second and Fansom

by Sam Hemingway

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3 Pawnshops Barely Beat Site Deadline

By Donald Canter
Urban Affairs Writer

Two hours before the Board of Supervisors clamped the lid on their trade, three pawnbrokers got in under the wire by winning permission to set up shop in new prime locations.

Despite strong opposition, all three men had been given police approval to transfer their pawnshop licenses to new addresses under an eight month old City ordinance enacted for the benefit of those forced to move by public action.

Shortly before the supervisors repealed that ordinance yesterday, the Board of Permit Appeals voted to uphold the police approval.

Market and Mason

The action allows Phil Segal, a crippled Navy veteran, to move his business to the corner of Market and Mason Streets on the groundfloor of the Graystone Building that made headlines when the More House organization turned it into a crash pad.

The 1160 Market Street building where Segal has practiced his trade for 25 years has been acquired by The City which will demolish the structure for United Nations Plaza construction.

Marvin Iscoff and Herbert Blumenthal, both of whom must move to make way for Yerba Buena Center construction South of Market, were given permission to relocate close to the rapid transit station at Mission and 24th Streets.

Formidable Opposition

In his bid to move to the heart of the downtown area, Segal ran into some formidable opposition including the Lurie Company that owns the old Penney's building across the street and Citizens Saving Association that's planning a new branch in the area.

Walter Bogel, assistant vice president of Citizens, said his institution was especially concerned about the fact that Segal stocks and sells firearms which, he said, constituted a "potential danger" for a financial firm.

To eliminate this fear, the appeals board stipulated that Segal must give up his firearms license within six months after moving to his new location.

The same condition was imposed on the pawnbrokers moving to Mission Street.

'Tourist Attraction'

Members of the Mission Coalition Organization and other groups in the area had turned out en masse to voice their opposition to more pawnshops in their district.

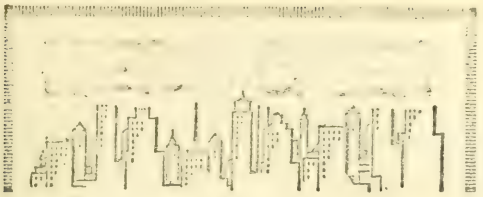
One opponent suggested that instead of moving to the Mission, the pawnbrokers should turn a block on Sixth Street into a colorful pawnshop row, which, he insisted, would be bound to become a tourist attraction.

Though voting in favor of letting both Blumenthal and Iscoff open shop on Mission Street, appeals board chairman Peter Boudoures announced he would vote the other way if many more pawnbrokers seek to go the same route.

More Difficult Now

From now on, however, pawnbrokers will find it much more difficult to relocate anywhere.

Under the measure passed unanimously by the supervisors yesterday, the automatic transfer of pawnbrokers licenses for those displaced by redevelopment or other public action has been taken off the books.



And So to Bedlam

"IS SAN FRANCISCO FINISHED?" asks the headline on an article in a distinguished architectural journal, and the answer is no, of course not. San Francisco hasn't been finished since the day it started and it never will be. We had muddy corners and wooden sidewalks a hundred years ago and they're still around, masquerading as "Improvements" and "Your BART Dollars at Work." The city today looks much as it did after the 1906 unpleasantness: cracked and torn-up streets, fallen and falling buildings and endless stretches of valuable property covered with rubble and garbage. Nostalgics need only glance into their rear-view mirrors to see The City That Was — Today!

Dear Old San Francisco, unfinished symphony for 16 power shovels, 24 jackhammers and a choir of heavenly politicians, drowning out our beloved Fugue for Foghorns. You drive a slalom course on any street you select for getting to work. Far ahead as the eye can see, Ma Bell and the PG&E, Public Workers and the Water Dept., sewer pipers and brigades of BARTisans have staked out their claims, yellow lights swimming atop triple-parked vans, red flags flapping in the breeze, hardhats at jaunty angles. Buses snort, motorists honk, blood pressures rise, veins bulge and another "Have a nice day!" has begun.

Market St. at Stockton is being torn up for what must be the 10th time in the past five years, great yellow dinosaurs digging metal beaks into delicious fresh pavement. Chomp! Yummy! Crossing the intersection, you bump into more trenches than they had in World War I. It's rutting season on Folsom St., which makes the East African Safari Rally look like a Concours d'Elegance. As you bounce along all you can think of is your poor shock absorbers groaning "Ouch!" "Oof!" and "Ugh!" as in that funny TV commercial.

Whoever has the concession for those conical traffic barriers—those "hats for witches buried standing up," as St. Clair McKelway called them—must be the richest man in town.

★ ★ ★

MAGICALLY, mysteriously, mystically, the town continues to function. Maybe because it IS perpetually unfinished, as untamed as its people. A cosmetic job called Yerba Buena Center is going into the old Skid Road area — hide the winos from the tourists! — but it won't work. The Center area stops short of Sixth St., and there the vitality and the seaminess are constantly aboil, dirty, vicious, degrading, fascinating. Market St. is being "beautified" but its denizens aren't. Already a million dollars' worth of bricks are encrusted with gum, soiled by cigarettes and debris, cracking under the pounding feet of those who couldn't care less about sycamore trees or "discreet" marquees. What they want is what only a city can provide — action — and San Francisco has more than its share. In the Tenderloin, despite Hilton and prowl cars, the meat is still on the hoof at so much a pound. At 4 p.m. or 4 a.m., you can get hugged, mugged or drugged.

★ ★ ★

CITY OF THE springtime fog, covering the sky with (whose phrase?) undeveloped film. Midwinter in the morning and a farthing's worth of sunshine at noon in North Beach, where it is always Lucca. Everywhere, a profusion of hydrangeas amid a chirping of sparrows. At dawn and at dusk, joggers panting and puffing along Pacific, cyclists whizzing around corners and a kid on a skateboard risking his life in a mad plunge down the Steiner St. hill as brakes squeal and you close your eyes in a flinch . . .

San Francisco, constantly being picked at by carpers and dug up by developers, its sweet hills disappearing under the bulk of new buildings. The city has more divots than a golf course, although, in the deathless words of Buster Bundsen, if it were put back together all at once it wouldn't fit and who wants a lumpy Manhattan? Ceaselessly, the steel ball swings and landmarks fall into dust, as a developer from Kansas City scoffs "How can you talk about landmarks in a city as young as San Francisco?"

But it has always been the combination of new and old that has made this city beguiling. When it is all glass and steel, what poet will sing its praises, always excepting Rod Computer?

★ ★ ★

. . . Is San Francisco finished? No, only confused, but delightfully so. In the confidential words of a BARTman on Market: "Between us, the only time we know what's going on around here is when we knock off for lunch." Martinis for everybody, we've earned them.

Page 10—S.F. Examiner Wed., May 23, 1973

'No Picketing Here Solely To Unionize'

The National Labor Relations Board has issued an order banning picketing of any San Francisco restaurant by the Joint Board of Culinary Workers Unions solely for the purpose of unionization.

The board's special three member panel upheld an earlier preliminary decision by San Francisco Administrative Law Judge Maurice Miller who held that the culinary unions violated the National Labor Relations Act last year by picketing McDonald's Market Street hamburger restaurant in attempts to unionize it.

The NLRB panel ruled that the ban shall apply to all non-union or unorganized restaurants in San Francisco.

Joint Board President Joseph Belardi here said the combined unions would study a possible appeal to the federal courts.

Members of cooks waiters and waitresses unions here allegedly picketed McDonalds here between Feb. 14 and Aug. 16 last year. The union said it was for informational purposes only, to demonstrate that McDonald's paid less than the prevailing union wage.

The same NLRB panel also upheld another preliminary ruling which held that similar picketing at another Market Street restaurant, Jack-In-The-Box, also was a violation of federal law.

ive 'Planet of the Apes' in a Row

[illegible] Cinemas at Theate[illegible]

By David Kleinberg

Eva Paz, 17, was near front of the block-long e yesterday that etched away from the rfield theater, where marquee read, "GO E FOR A DAY."

Except for the fact that e was not eating a banana scratching her arms, Eva a bona fide ape group i...

"I saw 'The Planet of the es' 11 times. I love it so uch I wish I could buy the m," she said.

But because she could not rchase the film, she was ck in line to see it again the one-day showing of all e "Planet of the Apes" ms. They included the est, and supposedly final, attle for the Planet of the pes."

HOURS

Eva, and 2200 others who lled the theater at Sixth nd Market streets, had ar-ved at noon. They sat for ine straight hours of ape lms, a quintuple feature nat runs longer than "Ben Hur" and "Gone With the Wind" back-to-back.

Carrying a little stuffed monkey in one hand and a sign reading "There's a Little Ape in All of Us," Miss Paz was early in line because "I like the makeup (on the actors) and I like to see apes talking."

She also said she was interested in "chimpanzees, natural history and stuff like that."

The Planet of the Apes series, adapted from a science fiction story by Pierre Boulle, has been highly successful — the first four grossing somewhere near a total of $75 million.

They began in 1968 with Charlton Heston crash-landing a spaceship 20 centuries in the future and finding the apes in control.

Heston has since been phased out, and the final chapter of the series has been advertised as "the most unbelievable showdown ever filmed as two civilizations battle for the right to inherit what's left of the earth!"

That billing, plus the promise of the other four films for the bargain price of $1, was enough to get Kris Lewellen and Lane Lees, two 13-year-olds from Half Moon Bay, out of bed at 7 a.m. and first in line at the Warfield at 9:30 a.m., even though the first film wouldn't go on until 12:15 p. m.

"I was told that the ape films are not going to be shown on television until 1978," Kris said.

NEXT

Right behind them was 17-year-old Mike Greese of Daly City, who said he had seen the first four films four times each and did not think that was odd.

"When I see something I enjoy," he said, "I go back again. I'd like to see at least two more until they get back to the year 3955. That's the year that Charlton Heston started it."

Meanwhile, Paul Janssen, 42, was checking the theater time schedule. He was only interested in seeing the latest movie and didn't want to have to sit through the other four.

TICKETS

There was more confusion around the ticket booth. "I'm not going to get in," one late-arriving ape fan shouted in fear.

Another approached Kris and shoved two dollars into his hands.

"Get me a couple of tickets, will you. You're going to get them anyway."

"Sorry, I can't do it," Kris said.

"Man, that is cold."

WARM

Not too cold was Henry Hall Sr.

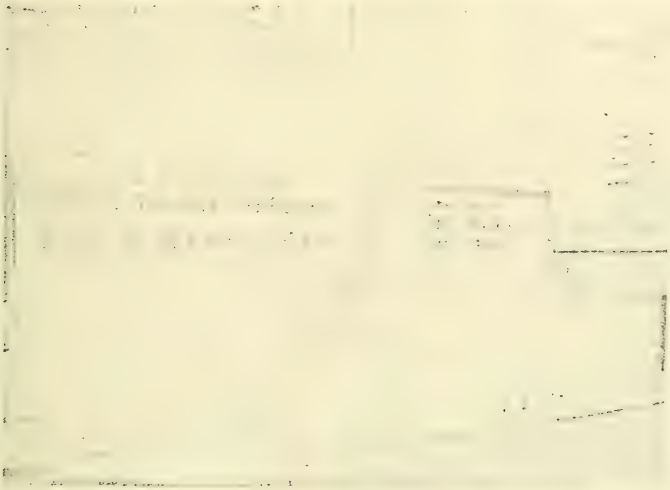
Standing midway through the line, he was wearing a heavy Army fatigue jacket with patches that read: "Sex, Breakfast of Champions" and "See Me, Roll Me, Smoke Me."

He himself had never seen a "Planet of the Apes" movie, but figured the movies wouldn't do himself or his 2½-month-old boy any harm.

"It's really something," said James Sutton, the district manager of National General Theaters, as ape fans poured in to grab giveaway copies of a newspaper called "San Simian Sentinel" and find seats.

And, taking note of the fact that most of the followers would be in their seats through at least two meals, Sutton added, "We ought to sell a lot of hot dogs."

[illegible] Film Festival



3 June 1973

Three hours before the projectors switched on, the most loyal ape fans were already at the Warfield Theater at Sixth and Market streets yesterday, and by the time the doors opened for the one-day marathon showing of all five "Planets of the Apes" movies, the faithful stretched clear back to [illegible] hours go[illegible] culminat[illegible] the bran[illegible] on Page [illegible]

Thurs., June 7, 1973 ☆ S.F. Examiner—Page 5

Mob Scene Outside the Movie, Too

By Dick Alexander

The mob scene outside the Market Street Cinema reminded oldtimers of the early Frank Sinatra days or a theater appearance by Benny Goodman, the King of Swing.

Men, women and children surged against the boxoffice, a display case was smashed in front of a jewelry store, two merchants closed their doors and police reinforcements were summoned yesterday to prevent a potential riot. There were no injuries, however.

"I've never seen anything like this in the 29 years I've been in business," said the owner of a tobacco store across the street at Market and Jones.

This was no publicity stunt. It was the opening day of a new movie, "Coffy," starring buxom black actress Pam Grier.

And, added to the same bill with another cinema phenomenon, "The Chinese Connection," it looked like a boxoffice bonanza.

The publicity on "Coffy" says "She's the godmother of them all — the baddest one-chick hit-squad that ever hit town."

And the advertisements describe Bruce Lee, star of the other film, as "The master of karate, Kung Fu is back to break you up, smash you down and kick you apart."

The people, about 500 in number and predominantly black and Oriental, began lining up about 11 a.m., and extended down the block, past the hard-core movie houses showing "Deep Throat," and "Orgy of Revenge."

The boxoffice, scheduled to open at 1:15 p.m. remained temporarily closed. It's sign said "Bargain matinees everyday till 2 p.m. $1.00."

Frank J. Bogdanovich, owner of Frank's Jewelers next door at 1079 Market, had long since closed shop. A display case in front had been ripped and smashed and a number of wallets and cufflinks stolen.

Henry Glatt, owner of the Park Avenue Shop for Men on the other side of the theater entrance, couldn't get near his business for the crowd. "What the hell can you do?" he said. "Stop paying your taxes — let them take it to court."

Artie Joseph, owner of Broiled Chuckburger at 1081 Market, said the crowd hurt his business and a lot of the people came in to rest. Joseph said a purse was snatched inside his place and another outside.

Police reinforcements arrived and at 1:45 p.m. a patrol car drove up on the sidewalk. Sgt. Dan Moriarty roared to the crowd through a bull horn: "Unless you line up in an orderly fashion the boxoffice will not open."

He repeated the order five minutes later. And with officers shoulder to shoulder making a barricade of batons, the theater fans, like magic, got in line. Neither Coffy nor Kung Fu could have done better.

City Sketches

Experiment in humanity

By Rick Seifert

About a month ago this City's morning daily newspaper devoted a full third of its front page—a place most papers reserve for news—to extolling the glories of the new Hyatt Regency Hotel.

Quotes from various members of the Board of Supervisors, attending the hotel's freebie opening, billowed prominently amidst the puffery.

Pelosi: ". . . magnificent . . . very great addition to San Francisco."

Kopp: "An outstanding piece of architecture."

Francois: Pleased with Hyatt's announced intention to give at last 50 per cent of the hotel's 800 jobs to minorities.

To top it all off, the hotel's architects, John Portman, said the hotel is "an experiment in humanity."

★ ★ ★

The first experiment in humanity, you may recall, was begun in the Garden of Eden by a gray bearded old man living in the clouds.

Enter now Portman and the Hyatt Regency, and none too soon either.

A couple of weeks ago I went down to the dead end of Market St. to see how Portman's experiment was getting on. I also wanted to check up on the Supervisors, so generous with their praise. I'm a purist in political matters—particularly these days—and the quotes looked suspiciously like half of a back-scratchers' alliance.

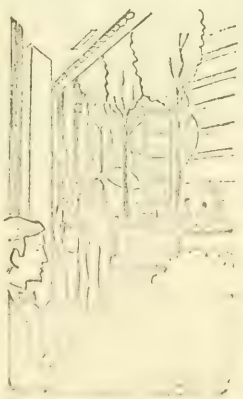
The Hyatt Regency is, first and foremost, another building; secondly, another hotel (prices start at $33 a night); and thirdly a retread of New York City's Ford Foundation building—a concept new to San Francisco to be sure (by all means go down and take a look) but a retread nonetheless.

The idea, put simply, is to turn the traditional use of space inside out. Most modern buildings leave open space in plazas and courtyards outside the structure proper; you walk through the plaza to get to the building.

At the Hyatt Regency, however, you arrive by walking through the building to get to the hub of the action, the plaza, which is massively entombed in 18 stories of concrete on all—count 'em—seven sides.

Bringing the outside in has some logical ramifications (trees planted in pots, hanging ivy, a skylight 18 stories overhead) along with some rather absurd ones (doves in cages, a babbling brook — closed until the carp arrive and a placid pond-fountain emptying around its borders in a sheet of water so fine that it looks, as one woman put it, "just like saran wrap").

To the ambient cooing of the curious, who come to



gawk and crane and wrench their necks on the interior heights and really say things like "magnificent" and "outstanding," the Hyatt people have added a multiphonic "Sound Sculpture" of twittering and chirping recorded live (with birds presumably) in Venice.

There are, of course, the requisite windowed elevators, first seen shuttling up and down the outside of the Fairmont, then the Saint Francis. A real leap forward in the state of the elevator art.

At the Hyatt Regency, with the outside inside, the rocket-like elevator cars, which underscore the Buck Rogers motif of the place, run up the structure's inside with a view—if you're still with me—of the inside and the plaza below.

I got jammed into one of the rockets with some gee whiz teen-agers "Gee, I just think these elevators are the greatest invention in the past 100 years") and a Japanese family visibly impressed with the soaring view. Ever since I bought my Pentax I generally take my cues from the Japanese: if they're impressed, I'm impressed.

The rocket stopped at the ninth floor and a severe looking man, who had been talking with the elevator girl, got out.

"Going to fix the gas leak in 9?" she asked.

"Yes," he muttered and the elevator closed with him scurrying off down the ivy fringed corridor.

★ ★ ★

Somewhere on the spectacle I had lost sight of Portman's "experiment in humanity." Back on terra firma again and remembering Supervisor Francois' remarks about the hotel's minority hiring, I thought an unofficial minority count might give some idea of how well humanity was doing.

What follows is an unscientific survey of hotel personnel visible to patrons of The Trellis, a sidewalk facing the plaza:

One hostess, a white; one head waiter, white; eight waitresses, seven white, one Chinese-American; one cocktail waitress, white; seven bus-boys, three black, two white, one Chinese-American, one Mexican American.

I got the inkling of a familiar pattern so I checked out the porters standing in front of the main desk: two black, two Chinese, no whites.

If the Hyatt Regency is "an experiment in humanity," it's the same old experiment and Portman would do well not to take credit for it.

As for his building, if the larger, original experiment were to blow up in our faces, tomorrow say, the ruins of the Hyatt House would prove a telling find for future archeologists.

In addition to learning that Buck Rogers was alive and well at the foot of Market, they would find in the rubble of the hotel's Maestro Geoffrey Continental hair styling boutique, for instance, the following sign, very much a sign of our times.

"Hairstyling $11; Long Hair, $15; Conventional Cut, $5; Hair Dyeing, $30; Body Wave, $30; Face Massage, $5; Shave, $5; Pedicure, $15; Manicure, $4; Shoeshine, $1."

While textbooks have been written about less than that.

Friday, June 8, 1973

Daily Commercial News

Market Street's A Mess

By Harold Y. Jones
DCN Staff Writer

You hear it every day: Market Street's a mess.

OK, it is a mess. But that's because they're working on it. Making it beautiful. And functional. At a cost of $34,400,000.

And while all the jack-hammering and digging and bricking is going on, you are still free to use Market Street.

Actually, you are in the way. If they ("They" are those you always blame things on) could have closed off Market Street and worked without traffic they probably could have done the job in half the time.

But you wouldn't have had Market Street to shop on and if you're a merchant you wouldn't have had any customers.

The result is an accommodation. You enjoy the use of the street but you grumble about the noise and dirt and the inconvenience. And the workmen put up with you.

So how much longer will it go on? What is the status of surface beautification today?

Here's how Bernard Averbuch, executive director of the Market Street Development Project sees it:

It's coming along, some places faster than others. From Fifth to Seventh it's about 70 per cent finished. From the Embarcadero to Fourth it's about 10 per cent along.

The Powell-Market intersection is about 80 per cent done. But from Eighth to Gough it is nowhere—they won't start on that until August or so.

Hallidie Plaza at Powell and Market is done. But the United Nations Plaza at Civic Center is just getting started.

By the end of 1975, the surface street car tracks will have been torn up (that's the schedule today, at any rate), and the sub-surface Muni will be operating.

It's being done in bits and pieces. It will creep on you. Suddenly you'll see trees where once stood unsightly piles of bricks.

What of the underground?

The BART part is done. That's the very bottom tunnel along Market Street. It is now scheduled to open in September, after more testing. (If a hitch does force a delay, opening ceremonies will be held Sept. 24, regardless.)

Atop the BART tunnel is another tunnel for the Muni subway cars. That's 95 per cent done, but you won't be using it until 1975. New cars are still being built and the electric power system is still being installed.

Atop the Muni subway tunnel is a mezzanine, which opens onto the basements of Market Street stores. It is finished. But it won't be in use any time soon. Maybe in 1974.

In short, as far as the surface of Market Street is concerned, there's more inconvenience in store. As far as the lower levels are concerned, there will be still more waiting

As Averbuch said, it's coming along. But until it's all finished, you can always grumble.

19 June 1973

State Senator George Moscone
540 Van Ness Avenue
San Francisco, Ca. 94102

Dear Senator Moscone:

As chairman of the Mayor's Committee planning the ceremonies welcoming BART to San Francisco, I would like to meet with the San Francisco delegation to report on the extensive plans we have prepared. I think it also important that the State Legislators have an active interest in these plans.

I would therefore like to invite you to lunch at Noon on Tuesday 10 July 1973 at the TowneHouse Hotel.

Sincerely,

Sidney A. Haag
president

RSVP 362-2500

MARKET STREET DEVELOPMENT PROJECT • 870 MARKET STREET, ROOM 470 • SAN FRANCISCO, CALIFORNIA 94102 • 362-2500

California Can't Buy The Rights to Its Song

By Ron Moskowitz
Education Correspondent

California—the wealthiest state in the union—found out yesterday that it can't buy its official state song, "I Love You, California," for love or money.

Calvin E. Chunn, the state's negotiator, told the State Board of Education yesterday that neither of the two publishing companies that own the rights to the song was willing to sell them.

He suggested that the Legislature designate another musical composition as the official state song or commission someone to write a new one.

The news will most probably be greeted with mixed feelings by millions of California students who have been coaxed or coerced into raising their young voices in a rousing chorus of the song, since it was officially adopted in 1951.

If one can believe the original text of the Legislature's formal resolution proclaiming "I Love You, California" as the official state song, the news will be received with sadness in Sacramento. It read, in part:

"No other song written before or since shares its unique distinction, enduring record and affectionate appreciation with which it has entwined the hearts of all Californians."

It apparently took 38 years for the state's lawmakers to come to that conclusion, however.

"I Love You, California" was written in 1913 by composer Abraham F. Frankenstein (a cousin of The Chronicle's music and art critic, Alfred V. Frankenstein) and lyricist Frank B. Silverwood.

POTENTATE

At that time, Silverwood was a Potentate of Al Malaikah Temple of the Ancient Arabic Order of the Nobles of the Mystic Shrine in Los Angeles. California Shriners have sung the song ever since.

Frankenstein was conductor of the pit orchestra at the old Orpheum Theater in San Francisco.

The author of the official resolution was State Senator Jack B. Tenney of Los Angeles, who prided himself as a composer and noted at the time he wasn't blowing his own tune.

As a result, "I Love You California" became the Golden State's official song. But there was an almost immediate problem, because it was not in the public domain.

COPYRIGHT

The copyright is owned on a 50-50 basis by Big Three Music Corp. of Los Angeles and Jerry Vogel Music Co. of New York City.

That means that although you can sing the song without paying a royalty, you can't reprint it in textbooks and such without permission of the publishers and payment of royalty to the composer and lyricist, or their heirs.

The problem was tucked away until 1971 when Senator James Wedworth (Dem-L.A.) directed the State Board of Education to negotiate purchase of the copyright.

The Legislature's current position can best be described by the second line from California, Here I Come":

"Right Back Where I Started From."

The State Song's Lyrics

Here are the lyrics to the official state song, "I Love You, California." Permission to represent them was given by the copyright holders, Big Three Music Corp. of Los Angeles and Jerry Vogel Music Co. of New York City.

"I love you, California.

"You're the greatest state of all;

"I love you in the winter, summer, spring and in the fall.

"I love your fertile valleys,

"Your dear mountains I adore,

"I love your grand old ocean,

"And I love your rugged shore.

"I love your redwood forests,

"I love your fields of yellow grain,

"I love your summer breezes,

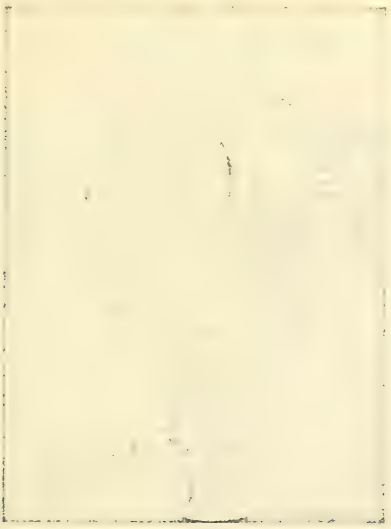
"I love your winter rain.

"I love you, land of flowers,

"Land of honey, fruit and wine.

"I love you, California;

"You have won this heart of mine."



W. C. FIELDS

A New Image for 'The Great One'?

'The record must now undergo revision in face of new evidence . . .'

W.C. FIELDS: By Himself. Prentice-Hall; 510 pp.; illus.; $10.

Reviewed by
Norman K Dorn

"A GENTLE MAN a proud father, a loving grandfather" — this description hardly fits the legendary picture attached to William Claude Dunkenfield (1880-1946), stage-named W. C. Fields, who lives on in the consciousness of the nation as one of nature's pure and positive haters. Nevertheless, the record must now undergo revision in face of new evidence just released from a secret Fieldsian vault located in Beverly Hills.

From behind this padlocked door in an apartment building basement has emerged the great mass of notes, correspondence, stage and movie scripts, articles, scrapbooks, drawings and photographs written and accumulated over four decades by, as the eternal "they" dub him, The Great One.

This haphazard literary legacy (notes for a once-planned, full-scale biography, "The Life of a Ham") hitherto unseen and just now reaching the public, might alter the Fieldsian fable. Though the misanthropic legend is not altogether shattered, it does undergo some change.

Since this new book, "W. C. Fields: By Himself," is assembled and edited by his grandson, Ronald J. Fields, it might be intimated that some special pleading for family solidarity is at play. Ronald Fields, a graduate of Loyola University, has spent more than two years on this editing project. He declares in his introduction:

Deep Feeling

"If my praise of W. C. borders on the chauvinistic, then so be it. My warmth and deep feeling for my grandfather have traveled the span of two generations and have increased as I worked day after day on his book, and my respect for such an artist affects me with a greater appreciation of the arts."

What stimulated the family's release of the material, he declares, was a proliferation of "supposed biographies" that "lent their support to the many myths that grew up around him in his lifetime." The young Fields and his mother undertook detailed investigation of content from the vault. He further offers:

Signed, 'Grandpappy'

"We found that a man who claimed he liked children 'only if they were properly cooked' was a frustrated father who loved his own child. We found that a man who claimed to be a misogamist and rarely mentioned his marriage felt proud to be a grandfather and signed many of his letters 'Grandpappy.' "

The many letters to his wife, Hattie (to whom he was married in San Francisco in 1900 during an engagement at the Orpheum, "San Francisco's Society Vaudeville Theatre") reveal a considerable concern over "the boy" as Fields traveled the world billed "The Eccentric Juggler." Hattie was his assistant on stage until the birth of their son. After that she remained at home and, quite obviously, spent a lifetime trying to acquire greater amounts of money from the often hard-pressed itinerant and erratic entertainer — which effort on both their parts led to his misanthropic reputation

The Whateveritis

Editor — Please don't call the Mechanic's (Donahue) Monument a "drill press." It is not, it is an antique Compound Punch Press. It must have been located in a poorly run iron works since the base of the press is cluttered with — if memory serves me correctly — a very old locomotive driver, which judging from the size and counterweight, quite probably came from a consolidation type freight locomotive. Attached to it is an antique side rod with wedge and block adjustment faithfully reproduced. Next, a beat-up piece of 50-pound rail which no one can ever straighten, a blacksmith's anvil, a ship's three-bladed propeller with one blade broken (what is a bronze propeller doing in an ironmonger's shop?), then a tackle block and a muzzle loading cannon. The shop would never pass present safety requirements, especially OSHA.

Since the three apprentices and the journeyman ironworkers have been trying to punch a two-inch hole in a half-inch thick iron plate for some 75 years with no success, I feel they are entitled to give up.

On the other hand, possibly this was only a clairvoyant prediction of the ultimate time span of the disruption on Market street, its environs and the entry of BART.

Of such of progress measured

U. B. GRAFF.

San Jose.

Plaza Runneth Over?

Editor — Let us not deceive ourselves about that BART tunnel under the bay. If that tube ever springs a leak — and I certainly don't trust the earthquakes around here — the sunken plaza at Powell and Market streets will become San Francisco's largest fishpond. There was nothing wrong with the ferryboats anyway.

DALE DEVEREAUX.

Pinole.

S. F. Sunday Examiner & Chronicle, June 17, 1973

Old Mint Reopens as Museum

By Dick Alexander

The historic Fifth and Mission Sts. U.S. Mint building — survivor of demolition threats by both nature and man — reopened Saturday to the general public as a museum and numismatic service facility.

Yesterday's ceremonies climaxed two days of rededication of the national historical landmark, spared from the earthquake and fire in 1906 and rescued from demolition in 1972 by President Nixon.

Half as old as the nation itself, the Old Mint building, considered one of the finest examples of federal classic revival architecture, is being restored in its interior at a cost of $4 million.

The front section of the three-story building houses the museum, with exhibits tracing the development of American money and art work depicting the growth of California and the West.

The rear section accommodates the mint's Special Coins and Medals Division, previously located at 50 Fell St.

Moments after the ribbon was cut by Mint Director Mary Brooks, crowds began surging into the long-empty building to see for themselves San Francisco's newest-oldest tourist attraction.

By the 4 p.m. closing time, thousands had lined up to pay $1 each to watch their own souvenir medallions struck on a circa 1869 coin press, view an art exhibition entitled "The West Remembered"— or just lounge on antique furniture and gawk.

Elderly South of Market residents, who came to see what Nixon's order had wrought in their neighborhood, out-numbered tourists yesterday.

The Old Mint, costing $2,130,512 when completed in 1873, was not officially turned over to the Treasury Department until 1874. Designed by Alfred B. Mullet, a distinguished Philadelphia architect, it replaced an earlier smaller mint on Commercial Street which struck its first coins in 1854.

On Nov. 1, 1874, the San Francisco Call said, "The fire department will have little trouble quenching any conflagration that may arise within the walls (of the Fifth and Mission building), and unless an earthquake gives it a subterranean quietus, it bids fair to stand up for centuries."

The test came on the morning of April 18, 1906. Although the intense heat of blazing structures around the Mint melted glass windows, and flying embers started small fires on the roof and among lumber in the courtyard, 50 employes manned a bucket brigade and one-inch hose, using water from two wells recently drilled under the building. The Mint and its $200 million in gold were saved, although isolated in the rubble which proliferated in the downtown area. With all the banks of The City destroyed, it became the only financial institution able to carry on business in San Francisco.

By 1934, one-third of the nation's entire gold reserve was stored in the Old Mint. But three years later the Mint was replaced by a massive new structure at Duboce Avenue and Buchanan Street.

And as coins played less and less of a role in the nation's monetary world, the Old Mint was phased out of operation in 1955, with only a small area retained by the Treasury for assay functions. Those activities were curtailed when purchase of gold by the government ceased.

The building fell into a gradual state of deterioration.

Through the efforts of Mrs. Brooks nd others, President Nixon personally intervened with an executive order on March 23, 1972, transferring the building from the General Services Administration to the Bureau of the Mint. The order spared the structure from surplus status and eventual demolition.

A statewide effort to restore the Old Mint and its furnishings was begun, coordinated by James Lenhoff, who for three years served as President of the California Heritage Council, an organization which had placed preservation of the grand old building on its priority list over a 10-year period.

The San Francisco Assay Office has administered the proof coin program of the Mint since 1968 and the assembling of uncirculated coin sets for collectors. Those operations were transferred to the Old Mint, along with the production of the 40 percent silver proof and uncirculated Eisenhower dollars.

The museum will be open free to the public from 10 a.m. to 4 p.m. Tuesdays through Sundays.

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Examiner Book Forum

Story of F. W. Woolworth

SKYLINE QUEEN AND MERCHANT PRINCE. By John P. Nichols. (Trident Press, $7.95)

Reviewed by Victor Wilson

It was about 6 p.m. on a Washington's Birthday eve that a tap came on the locked door of a tiny shop off the beaten path of Utica, N.Y.'s, downtown business district.

The 27 year old proprietor, working hard to get his merchandise in order for a "grand opening" next day, let in a woman clutching one of his handbills. "I'd like to buy a fire shovel," she said, pointing to the circular which listed them for five cents apiece.

"Very well," Frank Winfield Woolworth told his first customer, "Step this way and I'll wrap it up for you." Forty years after that winter evening in 1879, he was to lament that if he'd only known what was "destined to happen to me," he would have taken the woman's name and preserved her nickel payment.

Author Nichol says Woolworth was to revolutionize America's retail merchandising; cement the phrase, "five and ten," into the world's language, and make the young storekeeper a millionaire. Author Nichol, an ex-publisher of books and magazines, now writes professionally about American business.

When Woolworth died April 3, 1919, at 67, his coast to - coast five and ten empire (including Canada) contained more than 1000 of the familiar scarlet - fronted stores, with sales totaling about $100 million annually, through when an estimated billion customers had "browsed" — and bought. This didn't include about an equal number of his stores in many foreign countries; today the number in the British Isles alone is above 1000.

Woolworth, born in Rodman, Jefferson County, N.Y., had only rudimentary schooling, and broke into trade as an apprentice stock boy. When he started on his own, he had some simple (but for the time) startling business ideas. These included:

Buying in immense quantities; paying cash on the barrelhead; getting goods out where they could be seen (and bought), not kept in storerooms; the two-price range (five and ten); putting stores where people are (a lesson learned in Utica, were his off-the - beaten - track enterprise soon folded when the novelty wore off).

It seemed there was not much Woolworth couldn't squeeze into the five and ten brackets. In a single year (with World War I raging in Europe) Woolworth's American stores sold, among other things: 20 million toys; 15 million cakes of soap; 350,000 barrels of glassware; five million papers of hairpins; nine billion yards of curtain material; three million boxes of crochet and embroidery material; three million pieces of enamelware, and 100 million picture postcards.

Later, when the five and tens put in cafeterias, Woolworth bought from farms (for cash, in one year: four millions pounds of beef; 1.5 million pounds of ham; four million pounds of poultry; three million pounds of fresh and frozen eggs; 15 million pounds of potatoes, etc.

Woolworth stores, he said, should be like a day-long "fair," and some even had organ music to entertain the millions of "browsers." He was the first merchant to really welcome children — and his toy sales were immense. When high sugar prices sent candy to 40 cents a pound, Woolworth's had it at five cents a quarter - pound.

Eventually, Woolworth's had to raise its five-ten ceiling to 15 cents west of the Missouri river, and in Canada, and in 1932, the stores' top price went to 20 cents.

But it wasn't until many years after the founder's death that retailing changes forced Woolworth's (which became a stock company) to drop price ceilings altogether, and become "variety stores."

Then headquarters in the still - famed "Skyline Queen," the 60-story Woolworth building in Manhattan (opened in April, 1913 by a signal flashed by wire by President Woodrow Wilson from Washington), decided to enter additional fields. This meant shoe stores, clothing stores, department stores, restaurant and discount stores.

But everything remained in line with F.W. Woolworth favorite aim: onward and upward.

In 1972, Woolworth's 93rd year, annual sales in America alone were above the $3 billion mark. This left out of account redfronts and other enterprises in Austria, Africa, British West Indies, West Germany, Puerto Rico, Spain and the Virgin Islands.

Today's Woolworth officers declare they still are following to the letter another F.W. Woolworth maxim: Give our patrons what they want.

Thurs., June 21, 1973 S.F.Examiner—Page 45

Connecticut Man

Leaves $6.7 Million Estate

A wealthy Connecticut businessman left a California estate valued at some $6.7 million.

According to documents filed yesterday in San Francisco superior court, Arthur E. Laskin left two parcels here, one at 320 Market St., formerly leased by Pacific Gas & Electric Co., and the other at 340 Market St., let for parking and to International Business Machines.

This property was sold on May 23 to Honorway Investment Corp. for $5.1 million.

Richmond

Other real estate in Richmond was valued at $1.5 million.

Laskin's will originally was probated in New York. But the attorney, Clarence Treeger, refused to estimate the amount of estate.

"I could," he said, "but I won't."

According to Laskin's will, also admitted to probate here because of the local holdings, half of his estate was left to his wife, Louise, of Greenwich, Conn.

The remainder was to be held in trust equally for his three children, Mrs. Paul (Sallie) Felzen of New York, and John and James Laskin of San Francisco.

Tanning Firm

Treeger said that Laskin was secretary-treasurer in New York of the J. Laskin & Sons, Inc., tanning firm which, among other things, processed sheep pelts into mouton.

Mouton resembles beaver fur.

Laskin sold his firm in the 1950s and invested in commercial real estate in downtown Manhattan.

He died July 2, 1971, in Greenwich at the age of 75.

It's a Hoax

S.F. Examiner ☆☆☆ Mon., June 25, 1973

Posters--a New City Hall Mystery

Posters on Market Street and BART barricades

By Dexter Waugh

A series of posters were circulated around The City today, purported to have originated in Mayor Alioto's office — somewhat to his discomfort.

The posters — and an elaborate press conference invitation — are a hoax.

The posters deal, in a tongue-in-cheek manner, with shoplifting, the crisis of work, and welfare.

The work poster carries the message that 'while you may be unhappy with your present conditions of employment, we know that underneath it all, you still believe in work itself and the system of authority that lies behind it."

"Having Fun"

The poster is under the names of John F. Crowley, secretary treasurer of the San Francisco Labor Council, William E. Dauer, executive vice president of the Greater San Francisco Chamber of Commerce, and Mayor Alioto.

Dauer, the only one who could be reached this morning, said he knew nothing about it. "Apparently someone is having some fun," he said.

The poster says that cash incentives of $20 will be offered "for all those who wish to participate," and that participants will be given an "I BELIEVE IN WORK" button. It says further that "the individual who best fits our definition of a good worker will be awarded a $1000 prize."

The welfare poster, supposedly signed by Ronald Born, director of The City's Department of Social Services, and Glide Methodist Church pastor Cecil Williams, says:

"Although welfare is difficult, it does make certain things easier for you; you don't have to worry about making basic decisions, since we take care of them on your behalf. You may wonder why we're so interested in your perosnal affairs, but this is only a part of our job, which is to organize your lives for you. Occassionally, you may think that we're treating you like children, but since you're dependent on us for your survival, you shouldn't object to following orders. In any case, authority is an essential feature of modern society, be it in work, government or the schools."

The poster says that free survival coupons, "each worth $50 towards the purchase of any consumer items you might want," can be picked up at the department in city hall.

The Rev. Mr. Williams said this morning he didn't know anything about the posters. "Whoever thought it up is very ingenious," he said, however.

By Messenger

The posters arrived by messenger this morning at The Examiner, as well as at other media outlets. Included in the packet was an official-looking press release under the name of Thomas Flynn, the Mayor's press secretary.

It noted that the posters were issued "in a unique effort to confront major social issues within our urban environment," and that they were part of a nationwide campaign beginning here. It announced a press conference tomorrow at 10 a.m. in the City Hall Rotunda, where details of the campaign would be explained.

Neither Flynn nor the Mayor were available this morning. Others in the Mayor's office said they knew nothing about the campaign.

Spokesmen did note, however, that use of the city seal, as was done on the letter purportedly signed by Flynn, is a violation of The City municipal code.

The affair is reminiscent of the efforts of a group of artists calling themselves Sam's Cafe, who in the fall of 1971 sent replicas of human excrement to various media outlets in the Bay Area.

They were later accused of charges of sending a vile and filthy substance' through the mails.

BART IS TEARING UP OUR STREET— WE'RE UNDER CONSTRUCTION!
SORRY for the inconvenience. We hope the Greatest Bargains in our 45 Yr. History will make it worth your while to stop here. Example:
PLENTY OF PARKING SPACE
STATION WAGON SALE
BRAND NEW
'73 PINTO WAGON
$2395
BRAND NEW
'73 TORINO WAGON
V-8, Cruisomatic, Power Steering & Brakes.
$3295
BRAND NEW
'73 FORD WAGON
Air Cond., V-8, Cruisomatic, Power Steering, Power Brakes, Tinted Glass.
$3995
S & C Ford

not BART construction but Market street beautification

California Living Magazine June 24, 1973

Bob Schreiber

The Hoffman Grill on Market is the oldest bar in continuous operation in San Francisco. This bar is now a sort of club for downtown business types, largely because of the head barman, Bob Schreiber, who remembers all his customers' first names, what they drink, and their brand preferences. The Hoffman is the sort of place where the clients believe they can detect the difference between a Martini made with Beefeaters and one with Plymouth. The qualifications for Schreiber's "club" are affability, honesty and a sense of oldtime San Francisco propriety.

Tuesday, June 5, 1973 Daily Commercial News

Free soft pretzels, reminiscent of San Francisco in the old days, are being offered as part of Imperial Savings and Loan Association's grand opening, now through June 22. Other gifts include reprints of old San Francisco newspapers, quick-sketch caricatures by Bill Bates, noted Bay Area artist, and a kiosk display of old photographs, menus and memorabilia. Official opening will be June 12 at 12:15 p.m. when Mayor Joseph Alioto speaks at the relocation of the Donahue (Mechanics) Monument, Market, Bush and Battery Streets, and assists in the ribbon-cutting at Imperial's newest office.

Guy Wright

Soft-Boiled Eggheads

One of San Francisco's cast of characters succumbed to an urge to buy a sledge hammer and smash the giant windows in the Wells Fargo Bank at Market and Montgomery.

"It was either this or I was going to buy a rifle and go up on a roof and start shooting at people," he more or less explained. Maybe you read the story.

Now rough boards bandage the windows in an otherwise excellent piece of architecture. Eventually the damage will be repaired.

And in the normal course of events a phalanx of psychiatrists will make their reports on why the guy did it.

Predictably those reports will blame parental upbringing, the Vietnam war, cuts in federal funds for psychiatric projects and maybe include a glancing reference to Watergate.

Whatever they say will be only speculation, carrying no money-back guarantee.

SPECULATION IS a parlor game we all can play, and my guess is that some of the shrinks will mention a key part of the puzzle, which is that there are too many people telling each other it's okay to give in to their urges.

As evidence I cite the crowd of 100 who cheered as the nut smashed window after window and booed when the cops arrested him.

It would be a good thing for the collective mental health of the city if those 100 dum-dums were rounded up and run through a Rorschach test, too.

What I'm saying is that no psychiatric study of the window-smasher will be worth the ink it consumes unless it makes a pointed reference to the professors, pediatricians and other molders of the young who have contributed to the social climate of drop-out, cop-out, rip-off and let yourself go.

This new credo extends beyond permissiveness. It encourages impulse action. Starting with the premise that acting on impulse is sometimes excusable, there has been an insidious progression.

Now we are told that indulging our impulses is the healthful, in-groupy thing to do.

It's a life-style reflected in the idiom: "Let it all hang out, baby. You'll feel better when you get it out of your system."

Anyone who resists the impulse to smash another man's work or go skinny dipping in a public fountain is regarded as hopelessly square and inhibited, a pleasure-deprived victim of repressive training.

And so we've reached the point when 100 people cheer while some ding-a-ling smashes 12 windows, each costing $700, and reduces beauty to ugliness.

What kind of cheering section can we expect for a nice gory street murder?

I say behind what happened at Montgomery and Market there has been a long conditioning by a cult of soft-boiled eggheads who will hastily claim they were interpreted out of context when confronted with the logical extension of their convention-smashing gospel.

We all occasionally feel an urge to smash something. But along about the time we start potty-training we begin to learn it isn't the thing to do.

Learning to tell ourselves no is a large part of growing up.

Now somehow we've produced a sizable contingent of young people and not so young people (the window smasher was 29) who never completed their psychological potty-training.

And they have found their own intellectual nursemaids who assure them that going through life un-potty-trained is quite all right.

"Just try to be yourself," they say—taking an excellent admonition against hypocrisy and subverting it into an excuse for uncaring.

It isn't natural to be satisifed just being ourselves. The infant yearns to crawl. The crawler wants to walk. Life is a striving to be better than ourselves.

And that requires keeping infantile urges under control.

S.F. Examiner—Page 3
☆☆☆ Fri., June 22, 1973

That Noise Will Go-- By and By

We have good news and bad news for the thousands of lower Market Street workers whose ears have been suffering from the incessant hammering of that pile-driver working on Southern Pacific's new building at 1 Market Plaza.

First the good news: The City has decided to make the noisy piledriver its number one target in the enforcement campaign for our new anti-noise ordinance.

The bad news: It's going to take a while.

City Engineer Cormac Brady said his office conducted tests on the Dinwiddie-Turner Construction project last week and found the guilty piledriver was producing 110 to 115 decibels of noise at a distance of 100 feet.

The maximum permitted noise under the new ordinance is 85 decibels, which is still noisy but not nearly as painful as the thunking and whamming of this machine.

The contractors last week installed a temporary muffler but it apparently couldn't stand the noise either and almost immediately wore out.

A new muffler is now on order but it takes at least 10 days to get here from the East.

So keep the earplugs handy.

San Francisco Chronicle ★★★ Wed., June 27, 1973

A Move to Soften the Bongo Drums

A Board of Supervisors' committee decided yesterday that San Francisco's noise control law should be broadened to protect the ears of people at work.

The Health and Environment Committee approved an amendment which would crack down on noise which would annoy people of "normal sensitivity" while on the job.

The noise control ordinance passed a year ago by supervisors dealt primarily with residential peace and quiet and did not contain exact language dealing with noise offensive to working people.

What prompted yesterday's amendment was the episodic pounding of bongo drums which sometimes drives merchants and office workers into frenzies on Market street.

LANGUAGE

Prohibited under the amendment which now goes to the full board, is "unnecessary, excessive or offensive noise" which disrupts concentration or attention.

Among the factors to be weighed in deciding what noise is offensive are volume, intensity and — the bongo drum clause — "continuous or repetitive" sound.

Anything five decibels or more above what is normal street noise will fall under the amendment.

ENGINEER

That is quite a restriction, city engineer Cormac J. Brady noted. "One would have to concentrate to hear it," he said.

In fact, Brady added, a man playing Mozart on a violin at Market and Powell would be skirting right on the edge of a violation.

"I don't want to see the ordinance used to crack down on street musicians," Supervisor Dianne Feinstein said.

Enforcement of the noise ordinance has been held up while the city gets some fancy equipment which will enable police to gauge the decibel level of noise sources.

San Francisco Examiner
Thursday, June 28, 1973

BART's Delayed Service to S.F.

BART HAS ANNOUNCED the news that many had been suspecting for a long time — the scheduled start of service into San Francisco Sept. 24 is off. The board of directors has just been summoned to consider cancelling the date. Whether the board will feel justified in setting a new date is debatable. Perhaps the delay will have to be described as "indefinite."

BART says the State Public Utilities Commission moved up from Sept. 1 to July 16 the date for submitting the data proving the safety and reliability of the automatic train control system. BART says it would have been pressed to meet the Sept. 1 deadline. It said the July deadline is impossible, hence the delay in service.

The PUC retorts that BART could begin submitting evidence July 16 and continue on until Sept. 1.

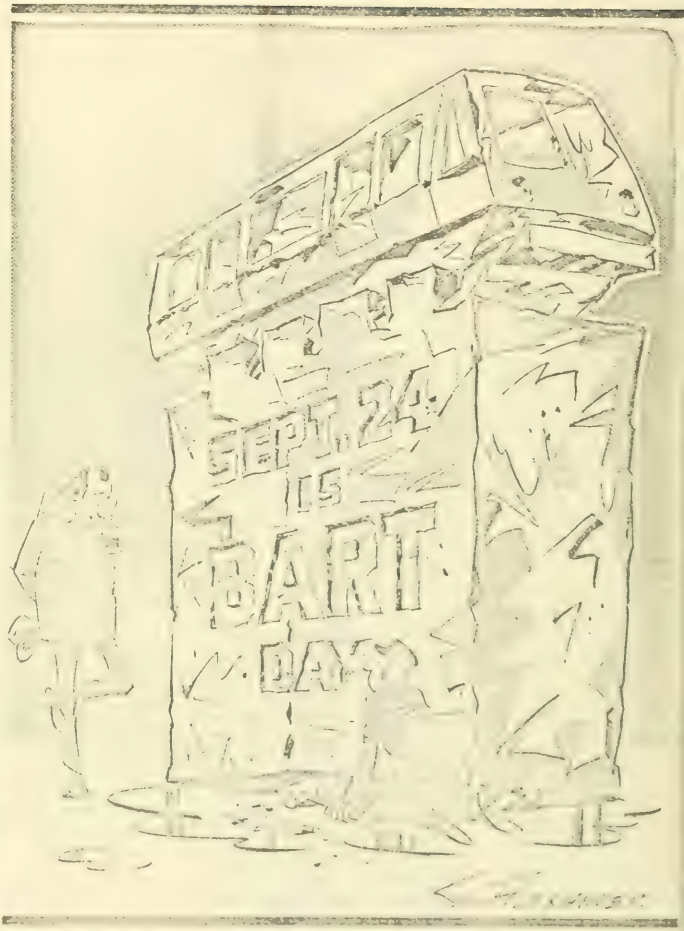
It very well may be that as in most human relations, there is a lack of good communication between the two agencies. A search of the polite and sometimes obscure correspondence between the two staffs indicates that possibility.

But the feeling persists that BART, in adding another postponement to an already over-long list, may be trying to put the burden of blame on the commission to hide its own unreadiness.

THE EVIDENCE AT HAND indicates that BART's train control problems are by no means solved. These problems, as defined by PUC Secretary William R. Johnson, concern electronic detection of other trains on the track, train overspeed (that is, failure of automated speed controls), brake performance in all kinds of weather, additional information on train performance transmitted to the operator and wayside speed signs.

To these the average concerned newspaper reader would add automatic doors that slide open while the train is at full speed.

How much progress has been made toward solving these problems is a question of keen public interest. A forthright, candid statement of what to expect, and when, would serve enormously to clear the air. BART is forfeiting public confidence not only because of its welter of operational troubles but also because of a lack of candor about



"Could you . . . uh . . . keep it in the freezer?"

Wed., June 27, 1973 ☆☆☆ S.F. Examiner—Page 3

Supervisors Move To Muffle Bongos

By Russ Cone
City Affairs Writer

A bongo drum amendment to the noise ordinance easily won approval of the Board of Supervisors' Health Committee yesterday, in the absence of any drummers or other street musicians to question it.

The only serious question was raised by citizens such as Margeurite Warren: "Will the police enforce it?"

"If it works," said Mrs. Warren, who works in an office overlooking the Fifth - Market - Powell Streets intersection, busiest and sometimes noisiest crossroads in The City, "more power to the ordinance."

Decibel Level

Supervisor Dianne Feinstein, who sponsored the legislation, said she was assured police will crack down hard on the street musicians and Hari Krishna chanters who have become familiar in many parts of town.

The ordinance will make it possible for police to cite any noisemaker whose output is five decibels higher than the average noise level in the vicinity.

In addition to considering noise volume, police may take into account the noise intensity, its "continuousness or repetitive nature," and whether it is "natural" to the area.

Cormac Brady, The City's audio engineering expert, said it won't be difficult distinguishing conga drums, which hit the 90 decibel mark, above the ambient noise level of Market Street, about 75 decibels.

But Brady noted "the only problem will be one man playing a violin. It may be that his sound will not go five decibels above ambience."

Firecrackers

"How about firecrackers?" asked Fred Methner, of the East and West of Castro Street Improvement Club. "Noe Valley is full of older people and we're already tired of the (Fourth of July) firecracker season."

Firecrackers, explained Mrs. Feinstein and committee Chairman Dorothy von Beroldingen, are already against the law.

The woman legislators fielded two other noise law items, including a request from Robert Friese, chairman of the Citizen Task Force on Noise Control.

Friese secured approval of a plan to expand his task force by one to provide a seat for a representative of the Mayor's office.

This came about, he said, because the Mayor's office cut a task force request of $18,000 to $10,000 and when Friese was asked why, he said, "The Mayor's office seemed to feel no remorse."

DeLuca

After a chat with John DeLuca, Mayor Alioto's executive secretary, Friese decided to include the Mayor on the task force which now has 11 persons named by Supervisors and four nominated by Chief Administrative Officer Thomas J. Mellon.

The Greater San Francisco Chamber of Commerce wants a seat, too, said Bob Davis. Instead of expanding the committee, however, Mrs. Feinstein suggested the chamber work with other business groups to gain an appointment to a vacancy which Supervisor Robert E. Gonzales controls.

A proposed noise law change to govern helicopters used on construction projects was postponed one month.

Fri., June 29, 1973 ☆ N S.F.Examiner

S.F. Value Sets Record $10.6 Billion

By Russ Cone
City Hall Writer

The value of land and buildings in San Francisco has reached a record $10.6 billion, Assessor Joseph E. Tinney announced today.

Tinney reported a $544 million increase in The City's assessment roll, due largely to downtown construction the last year.

Assessments Up

New construction of such things as the two Hyatt House Hotels and the Tishman Building added $214 million to The City's market worth.

Tinney also traced real estate value trends to discover a $128 million rise in nearly two-thirds of The City's limited land area, raising assessments throughout the Sunset, Richmond, downtown, Russian Hill, and Telegraph Hill areas.

The broadened tax base, Tinney noted, would allow for a 55 cent reduction in the property tax rate had the Board of Supervisors kept City spending to last year's level.

But the Supervisors have approved a record $797.4 million budget — up $65.1 million from a year ago — so that Tinney's work will exert a much smaller impact on the tax rate, now $12.59.

City fiscal experts refused to predict the effect upon the tax rate until they can tally the surpluses from last fiscal year, starting next week.

But if there is any tax rate cut at all, they agreed, it will be due directly to the expanded assessment roll.

Tax rate reduction, or no, virtaully every San Francisco homeowner will enjoy a cut in his home tax bill this year because of a $1750 increase in the state homeowner's exemption.

The exemption, supported by Tinney and other California assessors and pushed through the state Legislature by Governor Reagan, will total $1750 on each owner occupied home this year.

A San Franciscan who owns a $30,000 home and was exempt from $125 on his regular tax bill last year will find his tax saving increased to $220 this year.

Under the act, The City will be reimbursed by the state for this loss of homeowners' payments — an amount expected to reach $10 million this year with 97,070 owners filing for exemption.

The tax base enjoyed another shot - in - the - arm by virtue of the fact that 6100 persons who had had veterans' exemptions shifted to the state - subsidized state exemption program.

JOE FERRETTI
38 years of service

Party for A Retiring Muni Official

The merchants at the corner of Fourth and Market streets gave a surprise party yesterday for Municipal Railway inspector Joe Ferretti who is retiring after 38 years service.

Ferretti started as a motorman in 1935 and in 1948 he took up his inspector's post at the southwest corner of Fourth and Market, where he has been ever since, logging the various Muni lines that cross the intersection.

At the ceremony yesterday, Roos-Atkins store manager Norman Hart presented Ferretti with an inscribed cake and a bottle of champagne. Merrill's drugstore and Thom McAn shoe store also took part in the ceremony.

Ferretti, who will be 65 today, smiled and said to the lunchtime crowd, "beautiful, this is just beautiful."

He said standing on the same corner for 25 years made him think that, "it's a little like a theater out there. The scenery keeps changing every hour."

He called Fourth and Market "my home away from home."

"I'll be doing some traveling, going to see my children, down in San Jose and out in Colorado," he said of his future plans. "But I'll be coming back here."

Sat., June 30, 1973 ★★ San Francisco Chronicle

What's Ahead for Mass Transit

Expert Praise for BART

By Michael Harris
Chronicle Correspondent

Toronto

The head of the biggest and most uncomfortable transit system of all said yesterday that millions of Americans will be forced into using public transportation by the energy crisis far sooner than almost anyone predicts.

A fortunate minority, like Bay Area residents who can plan to ride on BART, the new Muni subway beneath Market Street and the expanded ferry fleet to Marin, may hope to make the transition with some degree of comfort.

But the future described by William J. Ronan, chairman of the New York Metropolitan Transportation Authority, was anything but cheerful for the residents of most American big cities.

LINES

The nation's bus and subway lines, which have suffered a debilitating loss of customers, will soon be taxed beyond capacity, Ronan said at the annual conference of the Institute for Rapid Transit.

"The start of the crisis is upon us already," said Ronan, who directs New York's subways, the Long Island and New Haven commuter railroads and the city's enormous bus fleet — a combination that records a total deficit of $300 million a year.

"We just don't have the kind of space capacity we need," Ronan said. "We are already asking business firms to work staggered hours."

Almost nothing has seemed to work in New York's efforts to get people out of their cars and into public transportation.

FEES

Fees on the toll bridges and tunnels inside New York were doubled. Traffic dropped briefly — then rose back almost to the old volume.

The city government decided to crack down on illegal parking in mid-town Manhattan by simply hauling improperly parked cars to piers along the Hudson river. It costs a motorist $75 to get his car back, Ronan said.

But people kept driving into town anyway.

The transit authority decided to make the city's crime-ridden subways safer. It reduced the rate of serious crime 60 per cent by putting police officers aboard every night time subway train, assigning an officer to each station and installing bullet-proof glass in the change booths.

CARS

New cars replaced all the old ones on the Long Island line, and new cars were ordered for the New Haven.

"But I have never held the view that we could entice riders out of their cars simply by refurbishing the system," Ronan said.

There was some feeling New York might be described as an extreme case. Toronto, the first North American city to open a subway line since the close of World War II, has been registering steady growth every year on its plain, no-nonsense subway lines.

The cars are not as fancy as BART's. The operator at the head of the train does not have a set of automatic controls to observe, but must guide his train using much the methods of an old-time streetcar operator.

SERVICE

The system made some marketing efforts to popularize its service, but it does not place much reliance on them.

"You can't sell transit with gimmicks," said James H. Kearns, general manager in charge of operations of the Toronto Transit Commission. "Unless you offer a good, clean, fast, dependable service, you're just wasting your time."

While some speakers at the transit conference continued speaking of their needs to attract new riders, George L. McDonald, manager of planning and marketing of the Southern California Rapid Transit District, seemed awed by the burden his agency may soon have.

YEARS

After years of trying to get Los Angelenos into the system's vehicles, McDonald spoke of the possible need to buy thousands of new buses if stringent air pollution controls force people from their cars.

The task of getting a new fleet off the assembly line cannot be done overnight.

There may be no real hope until mayor-elect Thomas Bradley builds the rapid transit system he promised Los Angeles in his campaign.

MARKET STREET DEVELOPMENT PROJECT • 870 MARKET STREET, ROOM 475 • SAN FRANCISCO, CALIFORNIA 94102 • 362-2500

BART Directors' Critical Talks

By Michael Harris

BART's deeply divided board of directors will meet today not only to explore ways of settling the system's first strike but also to air their own, increasingly bitter differences.

Several directors blamed BART's management for failing to call on them to help avert the strike. It developed that the directors didn't even receive copies of the 143-page set of demands the employees' union had sent to BART last Wednesday.

Director Richard O. Clark of Albany came close to accusing the management of finding the strike a convenient way of averting blame for the system's inability to start service to San Francisco as scheduled on September 25.

LABOR

"Management's inability to perform leaves the potential for a stalemate that can make a scapegoat of labor instead of centering the blame where it belongs," Clark said.

"Poppycock!" replied director Harry R. Lange of Oakland, who has proved one of the sturdiest supporters of General Manager B. R. Stokes.

"We've already said we were not going to San Francisco on September 24."

Lange said in an interview that he did not blame labor, management or anyone else for the San Francisco service delay — which, he said, would extend into October or November even if the strike ends promptly.

The problem, Lange said, was that the State Public Utilities Commission asked for evidence of BART's ability to perform train-day service by the start of a hearing on July 16. Lange said BART had thought it could wait until September 1 to provide the information.

Some directors said they had been left feeling powerless.

Vice president Nello J. Bianco said he had offered to join in the negotiations to help avert a walkout. But while his offer was acceptable to the union, he said, it was rejected by management representatives.

Several years ago, Bianco said, he had stepped in while he was chairman of the Richmond personnel board to head off a strike of city employees.

Director Daniel C. Helix of Concord was another official who waited by the phone.

"The first call I got came at noon today (Monday) when an official told me the strike was on," Helix said.

"I told him I heard about the strike on the radio when I woke up."

MEETING

Clark, who issued a formal petition for today's special meeting of BART's directors, said he will pursue his efforts to strip Stokes of most of his powers. Clark said he wants the board to name a committee to resolve the transit system's technical problems.

But first, he agreed, the matter of the union demands and the board's response will have to be resolved.

"The general manager has known for over two years that the question of parity would be an issue," Clark said.

"When it comes to change orders giving more money to contractors or when it comes to salaries for top management, the district has shown it can move with lightning speed. But when it comes to ordinary workingmen's rights, it comes to nothing but delays."

13 July 1973 Daily Commercial News

Pity BART's Board

Pity BART's Board of Directors.

They've got that strike. They can't operate trains into San Francisco by the September deadline.

They are heckled and harried. And they are frustrated and ambarrassed and angry. Angry with the BART staff, with newspapermen, with state legislators, with the public and with crit ics.

Some of the Board's 12 members feel BART is going nowhere.

Some blame General Manager Bill Stokes. Others blame companies who designed and built the electronic control system. Still others blame engineers.

And everybody laments the cost – about $1.5 billion.

It was into this maelstrom that most of the combatantsleaped yesterday at BART's headquarters in Oakland.

For pure drama it was hard to beat.

The Directors peered down from their bench. Across from them were the press, pencils at the ready.

In the pit, between bench and press, sat the BART staff, headed by Stokes, who puffed impassively on his pipe.

Behind the press was the public, maybe 150 or so, squirming excitedly in comfortable theater-style seats.

Mingled in with them were officials of Westinghouse and Parson, Brinckerhoff, Tudor and Bechtel, (PBTB), engineering consultants, on hand to explain they were doing their best.

And lurking on the sidelines was Dr. Willard Wattenburg, constant critic, people's hero and a most persistent man.

PBTB officials don't know what they are talking about, he says. And he keeps saying it over and over again, meeting after meeting. And he did it again yesterday, throughout.

Well, the day started routinely enough. Roll was called, the Allegience pledged, the agenda opened.

First the vexing question of the San Francisco starting date. Postpone it beyond September 24? No, leave it, even though everybody knows it will be later. How much later? PBTB and Westinghouse dared not speculate.

The Board did agree to send a train to San Francisco September 22 for opening ceremonies (which are costing The City $36,600 and plans for which are too far along to cancel).

Then came the gusty part of the proceedings. It was Get Stokes time.

Directors Quentin Kopp, Daniel Helix and Richard Clark, especially. They wanted to set up a special committee to take over Stoke's job abd get BART "off dead center."

Heated argument. Director Clark insulted Director H.R. Lange (and later apologized). Wattenburg spoke. Director Thomas Hayes, in an angry Irish lilt, told everybody to get off Stoke's back and get behind the effort to make BART "the finest mass transit system in the world – which it already is anyway."Wattenburg spoke again. And again.

The committee idea was finally voted down. Stokes was holding his own, but just barely – the vote was six to six.

More argument. Somebody called for a vote to "fire Stokes forthwith." Roll call vote: seven ayes, five nays. Stokes still held his own.

He puffed his pipe and might well have sighed inwardly – his $45,000 a year had survived yet another crisis.

And so it went. Dissention. Argument.

Wattenburg spoke. Stokes puffed. The strike went on.

But it wasn't a bad day, really – after all, San Francisco will have a ceremonial train for a day in September.

MARKET ! 62-2500

RUNNING THE BARRICADES

By William Moore

Thanks to the people who are bringing you the Market street beautification project, hundreds of Municipal Railway riders have been provided a dazzling assortment of ways to catch their buses and streetcars at Market and Sutter streets.

Each day for the past several months, this dauntless band of transit riders has been able to reach the little Muni island at the intersection by perspiringly and one or all of the following means.

- Clambering over a huge pile of splintery, jagged-edged scrapwood.
- Crossing a ditch that is small enough to leap — just barely — and big enough to hike through.
- Stooping or crawling under strategically - placed saw-horse barricades with big pieces of lumber resting on top to insure that nobody retains his posture.
- Wading through a colossal mound of dirt.
- Standing on Market with the spillover rush-hour crowd and having the opportunity to dodge a steady stream of speeding buses.

It's the latest, and perhaps the most epic, chapter in the city's continuing construction trench warfare.

W. C. Ewing, the division engineer of the Department of Public Works, said yesterday that his office is "very happy about the construction around the island. We have had absolutely no complaints:"

MAIN

The area, he said, is being torn up by the McGuire & Hester Co., which is under contract with the city to install a high-pressure water main for the fire department on Market between Spear and Seventh streets. The company is also doing beautification work on Market.

"It all gets rather complex," Ewing said. "Pipes don't bend like spaghetti so the entire ditch has to be opened up. Yes, the Muni riders do spill out on Market, but these passengers are very unruly, anyhow.

Ewing conceded that there might be some debris on the island that the company's cleanup crews have "overlooked" for the past several weeks. But he said the city maintains "constant pressure" on the company to keep the area tidy.

"It's possible, too," Ewing added hastily, "that somebody else is dumping that timber out there when no one is looking."

PEOPLE

To find out firsthand what it's like to run the obstacle course, The Chronicle spent an afternoon rush hour with the beleaguered Muni passengers at the intersection.

Patricia Burkes, a 23-year-old financial district secretary, began her daily odyssey on the new brick sidewalk McGuire & Hester Co. is installing on the north side of Market. "Even these bricks are dangerous because they're loose," she said.

Miss Burkes sprinted between two buses and arrived at the ditch.

"It's not very ladylike, but this is the way I have to do it," she said as she leaped nimbly over the gorge, walked gingerly atop a narrow board and swiftly ducked under a saw horse to join the jam-packed passengers on the island.

"As you can see," she said proudly, "the ditch route is the fastest."

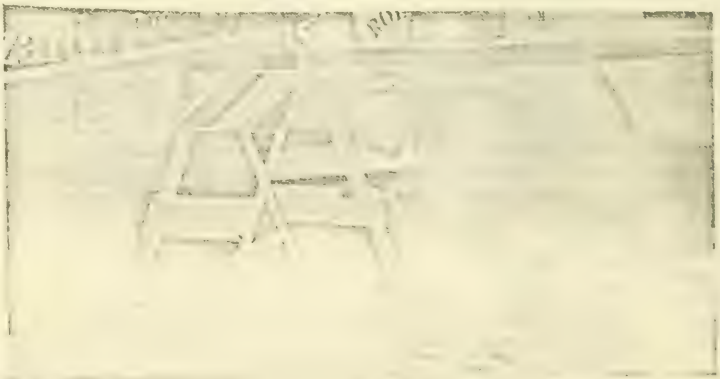
Steve Alder, 26, said he thought it was safest to cross via the lumber pile. "You could get lost in that ditch," he said as he clutched his brief case and nervously ascended a pile of wobbly boards.

"You know," he added, "this is reaching the stage of being comical." He sounded unamused.

A graying gentleman said it was easiest to "squeeze, squeeze, squeeze" into the throng of passengers spilling out on a tiny crosswalk. "Pray for me," he said, "that a homicidal bus driver doesn't come my way."

A hirsute young man, taking a breather next to a mound of dirt, observed:

"It's not every main street in America that you have to use three-point climbing to catch a bus."



Stoop-and-crawl technique was used by rider at Market and Sutter streets

Catch As Catch Can

Running The Muni Barricades

10 July 1973

By Jerry Telfer

A MUNICIPAL RAILWAY RIDER IN ACTION
Out of the trench and through the wood

BART Strike Enters Second Day; Traffic Congestion Mounts

BY DARYL LEMBKE
Times Staff Writer

OAKLAND—Traffic on East Bay Freeways backed up again Tuesday as 70,000 Bay Area Rapid Transit District commuters were forced to find other transportation as a strike shut down the system for a second day.

Alf Ottedahl, watch commander for the California Highway Patrol, said most of the delay was on roads paralleling BART's most heavily traveled routes: between Oakland and Fremont and between Oakland and Richmond. Shut down of the other BART lines, between Oakland and Concord, has had less effect on automobile traffic because it has been open only since May 21 and is not yet heavily patronized.

All but 200 of BART's 1,100 employes went on strike at midnight Sunday night in a dispute over pay differentials.

Directors Deeply Split

The deeply split BART board of directors decided Tuesday to postpone discussion of other differences until the strike is settled.

They differ over whether BART has been mismanaged, with a 7-5 majority still generally supporting the present management.

The board was scheduled at a special meeting to take up two thorny issues, the apparent inability to meet a Sept. 24 deadline for extending service to San Francisco, and a proposal to greatly dilute the authority of General Manager B. R. Stokes.

After a two-hour closed-door session which the board said was devoted to briefing on the strike session, directors met only briefly in open session.

'Crisis of Human Beings'

Richard Clark, the mayor of Concord and one of the BART directors who has been highly critical of Stokes, said after the meeting that he did not feel it was appropriate for the board to discuss the other issues until "the crisis of human beings wanting to be transported" is over.

Negotiations resumed Tuesday afternoon between representatives of BART and two unions over the cause of the strike: the higher pay received by 140 employes for doing the same work of lesser-paid individuals.

The 140 all transferred from jobs with smaller transit operations in the Bay Area. Their old jobs would have been adversely affected by competition from BART. Federal law required that BART hire them, and the State Conciliation Service worked out an arrangement for BART to pay them their old wage rate, which was higher than BART's rates.

Stokes has estimated that bringing other employes up to the transferees' pay scales would cost $5 million in the first year.

San Francisco Mayor Jospeh L. Alioto got both sides to resume negotiations after a three-hour meeting Monday night.

After several hours of negotiations Tuesday, representatives of BART and the unions recessed the talks until 2 p.m. Friday.

The walkout has further eroded public confidence in BART, the first all-new rail commuter service built in the United States since Philadelphia's was constructed in 1907 (a short Cleveland line was built in the 1930s).

Key Link

Stokes has been promising for some time, but with increasingly less assurance, that the 75-mile system's key link between the East Bay and San Francisco would open next Sept. 24.

A downtown San Francisco business group announced several months ago that an entire week would be devoted to welcoming BART to San Francisco. The gala celebration was to include the sale of 10,000 souvenir coins, installation of a "BART" saloon" in Union Square and a nighttime Market St. parade.

Bernard Averbuch, executive director of the sponsoring group, said Tuesday that the plans are still on, even though Stokes has asked the BART board to rescind the Sept. 24 opening date.

"The committee has done too much to call off the ceremonies now," said Averbuch. "We'll just make it a celebration of the beautification done on Market St. in connection with the BART project."

Primary Problem

BART's primary problem is uncertainty over equipment to automatically detect the locations of trains in transit in the system. The state Public Utilities Commission has refused to allow operation of the 80-m.p.h. trains in the 3.6-mile tube connecting Oakland with San Francisco until the equipment has been proved safe.

So far, BART has been unable to produce such a guarantee, although its officials insist that simple wire brush "scrubbers" being installed on the train wheels will solve the problem by improving electrical contacts.

The transit district has now received 205 of the 250 BART cars initially ordered from Rohr Industries, Inc., of Chula Vista and has 100 more on order.

William R. Johnson, secretary to the PUC, wrote Stokes May 23 to explain that the commission would not remove the present restriction on BART operations until certain steps are taken. Under a PUC mandate in effect since BART's first section opened last September, trains are not allowed to leave a station until a supervisor calls two stations ahead to make sure the tracks are clear.

Johnson said that before the PUC will remove this restriction, which makes service through the tube impractical, BART must:

—Furnish proof by recording instruments that the system has been able for at least 30 days to automatically detect the location of all trains.

—Provide proof of the elimination of radio transmission "cross talk" that could cause runaway trains.

—Show that braking is adequate.

—Install equipment on each train so that the attendant will know at what speed he is supposed to be going.

—Install wayside speed signs indicating speed limits.

BART is part way along in remedial work in all these areas, but does not have trains modified to provide the test required by the PUC.

The system has also been plagued by maintenance problems in its present operation, which consists of 58 miles of underground, elevated and surface track. And there have been instances of train doors flying open at 80 m.p.h.

Taped Code

Another problem was spotlighted by San Francisco Chronicle reporter Michael Harris. He wrote that it is easy to cheat on BART's $6.7 million automated fare collection system, which takes tickets that bear a magnetically taped code.

Demands have been increasing in recent months for the firing of Stokes, an ex-newspaperman who is credited with conducting a masterful campaign to get voters of three counties to approve a $792 million bond issue to build BART in 1962.

Clark proposes establishment of a committee to take over from Stokes the programming, engineering and operation of the system "for a period of time uncertain." The proposal is not likely to pass, but the pro-Stokes majority on the board may change next fall, when terms of six of the 12 directors expire. Some are certain to be replaced.

16 San Francisco Chronicle
Thur., July 5, 1973 N

362-2500

The City's Odd Couple?

Keeping in Tune With the ACLU

By Ratke Stein

YOU'RE fighting your ay through a noontime owntown crowd -- feeling nore than a little harried.

Suddenly there's music.

No, you're not hearing nings. It is just a few of San rancisco's justifiably fa- nous street musicians, mak- g the kind of irresistible und that pulls you away om your errands to listen or a spell.

Now you can listen to their usic at home, thanks to e American Civil Liberties nion, which has just prod- ced an album entitled "San rancisco Street Musicians nd Their Music."

Street musicians and the CLU might at first sound e an odd couple. But ac- ally their association dates ck two years, when the usicians were arrested for oliciting and obstructing traffic (or, as an ACLU lawyer put it at the time, "committing Mozart in a public place").

The ACLU — known for ferreting out injustices wherever they lurk — took on the case and won for the musicians the right to play

Street musicians volunteered their talents

on any public street in the City, providing they don't obstruct traffic.

(Last week, however, the Board of Supervisors approved an amendment which would prohibit any music which is five decibels or more above what is normal street noise. Although Supervisor Dianne Feinstein insisted that the ordinance wouldn't be used to crack down on street musicians, a city engineer pointed out that a man playing Mozart on a violin would be skirting right on the edge of a violation.)

Jay Miller, ACLU executive director, conceived the idea of immortalizing (on tape) those musicians who serenade us from the sidewalks of the City, and volunteer Rita Friedman was called in to co-ordinate the effort.

"I know nothing about the record business," she cheerily admits now, adding that she learned fast.

For three days last November, Rita and crew were on the streets, recording the musicians where they work. The San Francisco Street Orchestra (the only classical group on the album, which includes jazz, rock, blues and country music) was recorded while they performed in Union Square to an audience of 400 people and one dog, whose appreciative howls could be heard in the background.

Five musicians — who had never played together before — are also heard on the album. They decided to call themselves 25 Pounds of Change because, Rita explained, they figured that much money in the hat represented a good day's take.

Except for the actual cutting, all the work on the album was done by volunteers, all proceeds will go to the ACLU legal defense fund.

Lee Shapiro of the Bourbon Street Irregulars, one of the six groups on the album, echoed the sentiments of other musicians who volunteered their talents for the record when he said he did it out of "tremendous respect for the ACLU."

All told, the album took eight months to put together. "You can't believe what goes into making a record, and I can't believe that it's done," said Rita with a sigh of relief.

The ACLU calls the album, which costs $5 and is available at I. Magnin, Doubleday and Brentano's bookstores, a collector's item, pointing out that some of the groups have since left San Francisco and thus can no longer be heard giving their all on the streets of the City.

Rita, suddenly sounding like a marketing expert (which necessity has also demanded she become), said she feels it will appeal both to tourists and native San Franciscans, who have been among the most avid fans of the street musicians.

She sees it as "a perennial item," popular both during the summer months, when the City is inundated by tourists, as well as at Christmas time.

"We don't expect the commercial success of a 'White Christmas,' she said, smiling. "But we do expect to see it popping up again and again."

RITA FRIEDMAN, "A perennial item"

MARKET STREET I

Dick Nolan

Sizing Up Our Bricks

Mon., July 2, 1973 S.F. Examiner—Page 33

Never let it be said that this column does not respond to all requests for intelligence. Mrs. Betty Cutrara, a San Francisco reader, writes:

"My subject is bricks. As in bricks. Although I have been around this country for some 60 years, and have seen some bricks here and there, I still don't know one brick from another.

★ ★ ★

"IN MY CASE 'There' was a small town in mid-Illinois, and for miles around the vicinity of a brickyard even the roads between the small towns were paved with bricks.

"But progress (and civilization?) did render the brick obsolete for roads and sidewalks many years ago, like 40 or so. And I have had to send color snapshots to my relatives in Illinois, my friend in New York (an ex-San Franciscan), and to my son in London to prove that San Francisco is actually bricking streets.

"Recently when I needed something to hold up my cactus box from the rug, for some reason or other I thought of using bricks. So off I went to City Builders Supply at Van Ness, Mission & Otis. I bought three, paid 12 cents each, and they served the purpose.

DICK NOLAN

"BUT — every once in a while it seemed to me that my bricks were much bigger than Alioto's bricks. However, to compare them I either had to lug my bathroom scale and steel tape to Market Street, or else borrow a brick from Market Street. I did. Borrow one. And ascertained the following:

Market St. Brick		Lumber Yard Brick
Four pounds	weight	Six pounds
7⅝ inches	length	8⅝ inches
3⅝ inches	width	4 inches
2 inches	depth	2⅝ inches

"My first inclination was to file this information under 'things I didn't know, and didn't need to know, and now that I know WHAT do I know' but — questions keep wanting answers, like are there different species of bricks?"

Yes, Mrs. Cutrara.

There are many varieties of bricks from the common brick, sometimes known as "Irish confetti" or "Red Mickey," to the noble Roman brick, which is skimmier and doesn't make nearly as good or durable a flying missile. Your cactus box bricks are unadulterated common bricks. The Alioto Market Street paving is a custom job, believe it or not, and I'll tell you why.

★ ★ ★

WHEN OUR planners got to grips with bricking Market Street they quickly saw that if they used common bricks they'd have to deal with a lot of untidy fractions. What they wanted was a nicely sized brick which, with mortar joints, would make neat 8-inch by 4-inch units.

As you can see, the Market Street brick does this, allowing for three eighths of an inch of mortar joint on each side. Your common brick, by contrast, would measure nine inches by four and three eighths with mortar. You do see?

The engineers figured they'd go crazy trying to fit in all those odd three eighths of inches when specifying where various items of sidewalk furniture were to go, and so on. So they redesigned the American brick.

You might imagine that in these happy desk-computer days the engineers would have been delighted to cope with fractions. But they weren't, and that's all there is to it. They wanted all the numbers to come out nice and even.

★ ★ ★

LAST TIME I wrote about this — you didn't remember!—I was remarking on how The City was having hell's own time finding a brickyard to make the bricks. The standard product in nearby yards didn't match those neat specifications. So we finally contracted with a Southern California firm for the bricks.

It is a big order. It totals 4.2 million bricks. And you will be interested to know that your three bricks, at 12 cents each, cost less per unit than the city is paying for its big 4.2 million order. The City's cost comes out to an untidy fraction less than 11.5 cents per brick. So much for quantity discounts.

You are buying six pounds of brick for 12 cents, or two cents a pound, FOB City Builders. The City is paying something over 3 cents a pound. Or, if you want to be more exact, 3.62 cents-plus per pound.

What was the question again?

BART
BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone (415) 465-4100

P-48
Friday, June 29, 1973

DAVID H. KELSEY
DIRECTOR OF PUBLIC INFORMATION

FOR IMMEDIATE RELEASE

The high-voltage electric third rails which power BART trains will be fully energized, beginning Tuesday (July 3) through the trans-bay tube and as far as the Powell Street Station in subway beneath San Francisco's Market Street.

The newly-energized segment will be the second segment to be energized along the 15.5-mile line remaining to be opened for revenue service from downtown Oakland, across the bay, and through San Francisco to Daly City. No date has been set for energizing the remaining segment of the line (and entire BART system) from Powell Street Station to Daly City.

The third rails are charged with 1,000 volts direct current and contact with it, no matter how slight, could be fatal.

"The line segment being energized this coming Tuesday is, of course, entirely underground," said BART General Manager B. R. Stokes. "But we want to warn the public - - and urge parents to tell their children - - not to make unauthorized entries into the Market Street subway stations."

Security guards are posted in the completed Montgomery Street and Powell Street stations, and a construction contractor is in charge of the partially-completed Embarcadero Station.

- MORE -

BART third rails are readily identified by the heavy gray plastic shield that partially encloses them. Third rails run alongside the twin mainline tracks and all trackage in yards. Bilingual signs warning "ELECTRIC THIRD RAIL - - DANGER - - KEEP AWAY" are posted very 500 feet along the fenced (surface) in right-of-way, and on all station platforms.

# # #

Market St. Trench War Grinds On

By William Moore

Steve Re, a waiter at a Financial District restaurant, scurried to the intersection of Sutter and Market streets yesterday afternoon, took one look and shook his head in disbelief.

"I don't recognize this place," he said, as he munched potato chips and gazed at the Municipal Railway passenger island where he was about to board a westbound bus.

Until early yesterday, the Muni island offered transit riders a colossal obstacle course of splintery, sharp-edged scrapwood, mounds of dirt and an unguarded ditch.

Now all that was gone.

In the morning, cleanup crews from McGuire & Hester Co., which has been doing construction work on Market under a city contract to help beautify the street and install a water main, removed most of its debris and erected plywood barricades to keep people from the ditch.

"I thought I was at the wrong intersection, it looks so nice," said Pauline Perotti, 50, a computer programmer trainee and Muni regular.

A gray-maned gentleman next to her, however, cautioned: "We may have won this battle, but not the war—the downtown trench war. Just you wait. Somebody else will come along, tear the place up and it will be as messy as usual."

At Powell and Market streets, there still were obstacles for the unwary

YEARS

Indeed, there were plenty of other spots yesterday where Market street still looked the way it has been for years: a curious cross between some bombed-out war zone and junk heap of scrap, dirt mounds, sawhorses and barriers.

But following reports yesterday of the dangers much of this posed for Muni riders and pedestrians, cleanup crews were busily removing the worst of the obstacles and eyesores in such Market intersections as Powell street and Ninth street.

Ben Cobb, 42, a news vendor at the Powell intersection, declared incredulously: "Hell, they've been getting rid of the dirt mounds around here al day. But they have a long way to go to turn this into something decent."

CLUTTER

He gestured all around himself at the clutter of construction equipment and barricades that still made the interesection a harrowing experience for the public.

There were still narrow walkways, next to makeshift fences, that created mammoth bottlenecks for pedestrians, particularly at rush hour.

"They call this progress?" asked Fred Dutruit, 58, as he stroked his goatee and watched the crowds squeeze through a labyrinth of sawhorse barricades.

Perry Adams, a young salesman, alighted from a street car at Market and Ninth and found himself in the midst of a pile of timber and sawhorses, strategically placed on the island. "This," he said, seething, "is a pain in the bleep."

"We warned you damn pedestrians about getting on the sidewalk!"

Tues., July 10, 1973 S.F. Examiner—Page 3

A TULIP SETTING FOR CABLE CARS
20 trees planted at Market and Powell.

Cablecars Lined By Tulip Trees

By stretching the imagination, you might say that today the Powell Street cablecars began tiptoeing through the tulips.

In circular beds of the bricked street, 20 tulip trees from Orange County were planted, 10 on each side, from the Market Street Institute of Powell, by the Market Street Development Project, Inc.

It's past the springtime blooming season for the tulip trees so that will have to wait until next year. But the usual crowd of tourists at the turntable had something else to shoot with their cameras than just the little trolleys.

Hockey Where There's Hockey Fans

WELLS TWOMBLY

As the neighborhood sneaks swiftly away from ffluence of the financial district, the buildings grow nstantly shabby. Their doorways, never fashionable ven when gingerbread was the latest decorative ouch, are clotted with wine-soaked blobs of humanity, oor boozy caricatures in ragged clothing. Every now nd then prowl cars come creeping down the cracked nd crumbling streets. Cheap saloons still remain on e corners where bulldozers and wreckers have yet to evastate the seamy landscape.

Once it was all like this. But now vast acres are enuded. Only a few b: cement retaining walls are left, eir sides sprouting weeds. Some crops are in their th year. They tend to be lush and thick. Some day, rhaps, this blighted area will be filled with hotels, s and a sports-convention center. Then again it be exactly the sort of open space that pleases the ological set so thoroughly.

Maybe that's the best answer, just fill in the ra- rs, plant trees and let tourists go to Portland or Sac- mento or Stockton or some other earthly paradise. xes will rise, of course, but that is incidental. Oppo- ion to the Yerba Buena complex remains adamant. o many fine old landmarks have already been closed demolished.

Gone beyond doubt is the Montana Hotel, as fine flop house as the West ever knew. Marked for de- ruction is the 'Til Two Club, the immortal watering ough where Slats Monahan threw Clarence O'Toole rough the men's room wall during the riotous St. Within's Day celebration in 1937. These precious bits old San Francisco can never be replaced.

•

Meanwhile, the San Francisco Warriors now play Oakland and insist that they represent a mythical ngdom called Golden State, which is only east of en and somewhat south of Petaluma. Good old harlie Finley is threatening to throw the California olden Seals in the back of the van and ship them to dianapolis, whether the National Hockey League ves him permission or not. Conventions go elsewhere d the economy suffers.

Clearly, it is time to cut out the ignorant dawdling, mash the remaining tea bags that still break mind as quickly as possible. These are not classic s of Victorian architecture being leveled. Nobody's W is going to be observed. These are brick slum dwellings that barely pre-date the first World War. Those aren't Gold Rush saloons, those are dives that went up when prohibition went out. There isn't one brick that's worth a single tear.

Admittedly, the architecture is something less than elegant. The sports center looks like an inverted egg carton. But it isn't any worse than the majority of structures that have been constructed since 1946. It is far from classic but it is nowhere near as sparse and as institutional-looking as the Oakland Coliseum Arena, which resembles a glass hat box. Don't send your boy to architectural school, he's liable to design something and disgrace the entire family.

There is no question that hockey would prosper on this side of The Bay. For one thing, there is the ethnic factor. There are only 100,000 black people in Canada, a country which supplies all but a dozen of the employees in the National Hockey League. Only two of those black Canadians earn their living at the sport. One of them, Willie O'Ree, is a minor leaguer at the end of an undistinguished career.

Unfortunately, the Seals are located right near one of the largest concentrations of black citizens in northern California. Since few of them have any working knowledge of hockey, it is not too surprising that they do not buy many tickets. They have no identification with the game and precious little interest.

The whites who know and love hockey live, for the most part, on the San Francisco Peninsula. There is a palefaced population down the coast from Oakland, but it is made up largely of folks from Oklahoma, Texas and the rural South. They share one common bond with their black neighbors in Oakland: They don't know anything about hockey and it doesn't perturb them in the least.

•

Everyone knows why people on the sunny side of the Bay won't cross the bridge. To do so would be to grudgingly admit that Oakland had some small amount of social status, an unthinkable notion.

When Charles O. Finley purchased the Seals for $4.5 million two years ago, he promised everybody connected with the league that he would have the team in Yerba Buena Gardens by the 1974-'75 season at the latest. It isn't going to happen and Charlie wants to cut and run. The Board of Governors won't let him go to Indianapolis (first choice) or Seattle (second choice) or New Orleans (original first choice, now bumped down to third).

With those BART cars rumbling under Market Street and out toward Daly City, with the Southern Pacific station only a few blocks away, Finley figured to get rich. He could see those young stock brokers pouring out of Montgomery Street on a winter's evening and heading for Yerba Buena Gardens just like those Wall Street commandos storm Madison Square Garden for New York Rangers games. Time is passing rapidly. Finley's losses are mounting and there's no cheery sound of construction south of Market. Build the place, gang, and go first class. It only costs a few billion more.

Funny Old Town

18 July 1973

AS OF NOW, all definitions of chutzpah will have to be revised. A few nights ago, some 20 members of Jews for Jesus picketed "Jesus Christ Superstar" at Regency I on Van Ness—blasting the film as "anti-Semitic, anti-Jesus and racist" — after which they went to the theater's manager, Pearl Stimmel, to ask if she'd validate their parking tickets! (No).

★ ★ ★

HOW NOW CITY that knows how: Because "it's too late to call things off," to quote a spokesman, S.F.'s celebration to welcome BART to town will proceed on schedule Sept. 21-22 even though there's not much to welcome since BART is so far behind schedule it may never get here at all. The President of Mexico and the Mayors of Montreal, Toronto and Moscow have been invited; with any luck, they'll decline. A proud civic banquet at the S.F. Hilton will follow a monster barbecue (get yer barbecued monsters!) in Daly City, while a saloon will flourish in Union Square; Gen. Mgr. Bronco Billy Stokes, having been arrested recently on a drunk driving charge, may skip that scene . . . Displayed next to the saloon, along with Bronco Billy's scalp, will be a stagecoach that was held up twice by Black Bart, and considering the black way BART has held up San Francisco, that may be another unfortunate choice. So it shouldn't be a total loss, BART will run one train through the tube to S.F. for the "celebration," manually, slowly and carefully. Local VIPs, having been taken for a ride all these years, will be given one.

★ ★ ★

THE OTHER major non-event of the season, the 100th anniversary of the cable cars, gets off to a slow start at 6 a.m. August 2 when those same old VIPs will be loaded aboard a cable at Jones and Clay to reenact Mr. Hallidie's first run. Or part of it. The original trip was down the hill to Kearny but those tracks are long gone; anyway when you're loaded at 6 a.m. who cares? . . . If I sound bitter, it's because the Centennial Committee turned down every event I suggested: a prize for the passenger who rides the greatest distance without paying, another for the conductor who can jam the most people aboard his car, and, finally, all our cable cars running away down Hyde St. to plunge into the Bay. As Cole Porter wrote, even lemmings do it . . . Meanwhile, Cable Car Mall, brickdom's finest hour, is almost finished on Powell between Eddy and Market. Those new trees there are tulip poplars which will blossom next year if they aren't blown away this year . . . Oh, I almost forgot: for the reenactment of Mr. Hallidie's first trip, a MOTORIZED cable car will be used. That's why I call this a non-event.

First Vote by BART Board

Try at Firing Stokes Fails

By Michael Harris

General Manager R. B. Stokes survived yesterday the first formal attempt made by BART directors to discharge him from his $52,000-a-year job as chief of the Bay Area Rapid Transit District.

Five of BART's 12 directors voted to fire Stokes and seven voted to retain him at a five-hour-long meeting marked by discouraging reports of complicated, expensive and time-consuming tasks that must be completed before trains can run to San Francisco.

Technical experts were unwilling to provide the directors assurances that train service beneath the bay to San Francisco was possible this year — even if the strike that has shut down the system since July 2 ended immediately.

CELEBRATION

Even so, the directors agreed — reluctantly in some cases — to honor San Francisco's request to go through with a week - long civic celebration in September observing the completion of BART's 75-mile system.

"In no way does our committee feel changing our inaugural ceremony to a preview ceremony will detract from the occasion," said Sidney Haag, chairman of Mayor Joseph L. Alioto's committee for BART's San Franicisco opening.

The highly emotional directors' meeting in BART's Oakland headquarters began with a proposal by Supervisor Quentin Kopp, the only San Francisco director voting to fire Stokes, for a public hearing into the staff's reasons for setting — and then cancelling — a September 24 starting date for San Francisco service.

"About a month ago we (directors) were blackjacked into approving a $612,000 Rohr contract change order on the grounds that we had to do it to open in San Francisco on time," Kopp said.

"I suspect that at that very moment communication with the Public Utilities Commission was taking place and our staff was aware we could not get the documentation in on time for the September 24 opening."

'BURNED'

Director Richard O. Clark of Albany, who also voted to fire Stokes, said, "What really burned me was we were told we had to grant $612,000 right away. Maybe we could have negotiated that figure down to $400,000."

Kopp did not stop with Rohr Industries, holders of about $100 million in contracts to build BART's first 350 cars. He also questioned a vice president of Westinghouse Electric Corp., in charge of BART's $37 million to $42 million automatic train control system, about the Fremont accident on Last October 2.

The State Public Utilities Commission ruled the crash, in which the lead car of a train overshot the station and ended up in a parking lot, was caused by failure of its automatic train controls. BART officials have estimated the damage at $250,000.

"Has Westinghouse made any offer to pay us for the damage?" Kopp asked Woodrow E. Johnson, head of the Westinghouse transportation dividsion.

'RESPONSIBILITY'

"It's a questions of responsibility," Johnson replied. "There is no question as to the cause, but the matter of responsibility and who pays are much more complicated."

"Has the BART staff ever made a demand for payment?" Kopp continued.

"Not to my knowledge," Johnson said. "There have been no discussions between BART and Westinghouse on the responsibility."

Kopp asked for a staff report at an early meeting.

Under further questioning, Johnson said Westinghouse had not yet started work on about $1 million worth of changes needed to make the train controls work well enough to pass tests required before the Public Utilities Commission will grant BART authority to extend its service.

The work will start, he said, when BART and Westinghouse can settle on contract agreements.

PRAISE

The meeting was marked by other criticism, but there was also praise from other directors.

"We are on the threshold of putting the finishing touches on the greatest transit system in the world," said Thomas F. Hayes, one of three San Francisco directors who voted against the motion to fire Stokes.

"Bill Stokes is doing one hell of a fine job. It's time to get off his back."

The other San Francisco directors backing Stokes were BART president William H. Chester and William M. Ready.

Stokes was also supported by four East Bay directors, James P. Doherty of El Cerrito, Harry R. Lange of Oakland, Joseph S. Silva of Brentwood and DeWitt C. Wilson of Pleasanton.

MOTION

The motion to fire Stokes was made by Mayor Daniel C. Helix of Concord and was supported by BART vice president Nello J. Bianco of Richmond, George M. Silliman of Newark, Clark and Kopp.

Kopp's motion to have the BART board hold a public hearing on the conflicting reasons given for the delays in BART's scheduled September 24 starting date also failed. The vote was 6-6, with seven required for passage.

"I have yet to guarantee a promise on any date," Stokes declared. "I refused to assure you we would make a scheduled date but told you what our projection was."

CRITIC

The most discouraging forecast of all came from Willard H. Wattenburg, a critic who spoke to the board on several occasions during the meeting.

"I met at the request of your staff with Westinghouse and PBTB," Wattenburg said, referring to Parsons Brinckerhoff - Tudor - Bechtel, BART's engineering and design consultants.

"I found nothing has changed with your train control system. You are exactly where you were last November."

Wattenburg's charges were denied by John P. Buehler, representing the consultants.

"We have very confidence, based on Westinghouse's performance to date," Buehler said. "You can rest assured that PBTB will not recommend acceptance of the train control system until Westinghouse has met the specifications.

A Great City Forced To Run Obstacles

By William Moore

Downtown Market street may be the home of the oldest established permanent floating construction messes in San Francisco, but for the adventurous there are still plenty of other obstacle courses to discover.

So, all right, trench warriors, here's your guide to some of the biggest and the best of those slightly more out of the way, in-the-way places where man and progress meet head on.

A fitting spot to begin your tour is in the upper Market area, where 14th and Church streets converge crazily on Market to form what one wag called The Six-Way Gauntlet.

SUBWAY

Here you find all manner of belching machines and construction under way to put the finishing touches on the Bay Area Rapid Transit district's subway.

Because of what may be the most original and challenging set of crosswalk direction signs in the city, pedestrians end up performing a mixture of the broken field zig-zag pattern and the run-for-hell scatter.

You might call it a choreographer's nightmare. For instance, on the southwest corner of Church and Market, a sign advises the public: "No Ped Crossing." And in letters directly beneath it is this curiously contradictory message: "Use Crosswalk.

An arrow next to that points to the crosswalk across Church. The problem, however, is that another sign on a barricade in the midst of the intersection says "Pedestrian Walkway" and has an arrow pointing in a different direction.

DOMENICO FRANCO
'Great for watchers'

SQUEEZE

If the bewildered pedestrian follows that sign, and many of them do, he has about 14 inches of room to squeeze between a construction fence and Muni street cars that zip past.

Many choose to try to outsprint the Muni. One puzzled and matronly woman yesterday followed the signs to the middle of the intersection and then appeared to give up, walking around in a small circle there for several minutes.

"You have to go by instinct around here," said Dann Trivette, 24, as he and his companion, Colleen McDougall, 21, argued briefly over to decipher the directions.

"That green walk sign isn't necessarily for us," Trivette said heatedly. "Well," huffed Miss McDougall, "that sign isn't necessarily for us either. We can take our choice."

Another young man said he was grateful for the earshattering boom of a nearby pile driver because "that way I don't have to hear the sound of screeching brakes."

The mammoth pile driver, in fact, shook the ground with such a rumble that a sales clerk at the Market Record Factory near the corner, said she couldn't play records because the needles skipped.

"That pile driver is better than the Anvil Chorus," she said.

If, after this, you want to continue your tour, you can proceed up Market to the Castro street intersection where pedestrians have the opportunity to dodge dozens of strange machines that dart about the tornup area.

There is even a 50-foot-high drill rig here that resembles a colossal screwdriver. Its operators have affectionately nicknamed it Super Screw.

'BUMP'

And for motorists crossing Market who are unaware that their cars have dropped several inches off the pavement onto pieces of timber covering a trench, there is a convenient sign, telling them simply: "Bump."

From here the tour can move to several streets running off the north side of Market — Sanchez, Steiner and Noe. All of them have been torn up for blocks to make way for sewer installations.

"This is great territory for construction watchers," said Domenico Franco, 69, a retired electrical switch maker who lives at 15th and Noe. He said he spends most of his time now watching the city's streets being torn up.

"This here," he said, gesturing at the machines that rumbled in front of his home, "is one of the best shows in town. They just keep coming and coming and coming."

GORGE

Leaving the upper Market area, trench warriors may want to visit what is currently the biggest gorge in town — at Geary boulevard and Masonic avenue.

Here the Westco Construction Co. is digging things up to lower Geary so Masonic can run over it via a bridge.

Or the visitor may want to see Jackson street, between Leavenworth and Jones streets, where the Water Department is instaling a new main. It's best to view it from a cable car because construction there has held many of the little cars up.

"It's great," said one gripman, as he waited for a crane to move out of his way, "because it gives me an opportunity to play the bells for my passengers."

TRIALS

If the trench warrior can weave through the metal plate covers and barricades on Mission street, he can complete his tour nicely at Chris' Seafood Restaurant, 694 Mission.

In front of the establishment is a big hole — dug up to lay a new sewer. The hole is covered by a piece of plywood that also has a hole in it.

And next to that hole is a hand-painted sign, which some irreverent soul placed there recently. It says: "Hazard. Courtesy of the City of San Francisco."

-Depression Era Game at S.F. Theater-

Where Fortune Still Spins

By David Kleinberg

IT TAKES him a little longer to get there than it used to, but he still enjoys the five-block walk from his South of Market hotel to the Embassy theater on Market Street. He always had a lot of fun there.

James W. Swift is now 78 years old. He went out to sea 70 years ago, but he's been on drydock now for a number of years, and one of the pleasures of his simple life is to make the trip to Seventh and Market a couple of times a week, even if it is a slow walk on his crutches and the films are not in perfect focus as seen from through his thick glasses.

But Swift and the other thousand patrons are not here on a Monday night solely to view this particular evening's features, "Von Ryan's Express" and "Blindman." For it is dividend night, and there's a chance for Swift and the others to pick up anywhere from five to five hundred dollars on "Ten-O-Win," a money game from the Depression that today in San Francisco exists only at the Embassy.

★ ★ ★

IT IS a few minutes before the last man dies in "Von Ryan's Express," and Dan McLean, the theater's owner and inventor of the game, brings out the giant, six-foot-in-diameter wheel to begin the monetary spinning.

In the lobby and in the theater, the faithful are waiting, many of them customers for years. There are the pensioners and Social Security wanderers, with weathered clothes and weathered faces, and there are the middle-aged ladies from the barrio who have made it in on the Number 14 line down Mission street, and young black children.

In short, it was not the type of crowd you'd expect to see at "Clockwork Orange."

Those adults over 60, like Swift, have gotten in at the senior citizen's price of 75 cents, the others for $1.75. The first 200 to cross into the barren lobby after 4 p.m. have been given six "Ten-O-Win" tickets, the others three each, but all it takes is one ticket to win and each night they've got ten sure winners.

JAMES SWIFT

Off and on for 25 years

"I've been coming here for 25 years off and on," said Swift, his tickets in hand. "It's an interesting theater. I win once in awhile but it's been seven or eight months since the last time. I once won $30. That was a big night.

"It's for the fun of it, and Dan's good, no crooked words with him. He's square."

That's the way most of the regular fellows feel about Dan McLean. It is a family theater, of a different sort.

★ ★ ★

DAN McLEAN stood square behind the curtains and waited for the movie to end and the house lights to brighten. It was the same spot where he had waited on hundreds of occasions since 1938, when he bought the theater.

Only three years before that, he had invented and obtained patent rights to "Ten-O-Win," and in its hey-day, he said he was receiving royalties from up to 1100 theaters (San Francisco had 25 of them) across the country.

Those were during the lean Depression years, when you needed an extra trick to get the customers in.

"Now the game's become part of the house," he said. "Most theaters spend 10 per cent on advertising. We spend 3 per cent and give away the other 7 per cent . . . about $950 a week."

★ ★ ★

THE MOVIE was over. A short clip came on the full screen: "Ten-O-Win," it read, "With Dan McLean." The lights went on, the crowd applauded, the wheel rolled out.

The jackpot was worth $300, and there were four small sections on the wheel where all or part of that sum could be collected. Otherwise each spin would be worth from $2 to $6, although because it was dividend night, no one would win less than $5 tonight on each spin.

From the moment McLean hit the stage, it was a non-stop monologue.

An elderly lady, wearing blue tennis shoes, strained through a magnifying glass to read the numbers on her tickets. Men all over the theater propped their stubs in the crease of the crown of their hats.

"The color is rose," McLean shouted. "R-O-S-E, number 15, numero quince.

"Here!"

By Dave Randolph

Embassy Theater owner Dan McLean spots a winner

"In the balcony," McLean said.

A pretty usherette in a burgundy outfit, who is paid $1.90 per hour, raced up the isle with dollar bills in hand. Reaching the winner, she shrieked out, "Five Dollars. One, Two, Three, Four, Five."

And it was back to business, with the wheel and arrows whirling around again. The color was cardinal red.

"Number 55, 55, Dan," a man with a baseball cap on shouted up to the stage. "55! 55!"

"Talk to it, man," Dan responded, as the number arrow slowed down, "talk to it just like you'd talk to dice . . . nope . . . it went by you . . . so maybe you'll do it tomorrow night."

★ ★ ★

ONE PERSON it didn't go by was Anna Low, who hit 10 per cent of the jackpot. At $30, she was the biggest winner of the night. The usherettes aren't allowed to carry that amount of money in the aisles, so Anna went up on stage to collect a check, as the crowd cheered.

"It surprised me," she said back at her seat. "I didn't expect it. I'm going to go to Reno with it, just visit, might get some luck. You think so?"

McLean was pulling back the wheel. He'd given away more than $80. The audience applauded again, Swift put away his tickets and the movie continued.

CITY AND COUNTY OF SAN FRANCISCO
TRANSIT TASK FORCE

OFFICE OF THE
PROJECT MANAGER

1182 MARKET STREET, SUITE 421
SAN FRANCISCO, CALIFORNIA 94102
558-3757

July 23, 1973

Mr. B. R. Stokes, General Manager
Bay Area Rapid Transit District
800 Madison Street
Oakland, CA 94607

Subject: BART Operations in San Francisco

Dear Mr. Stokes:

We are concerned that because of BART's inability to operate trains under ATO and the current labor strike, that BART will not be able to meet the target date of September 24, 1973 for the commencement of service in San Francisco.

We feel that it is important to not only the citizens of San Francisco, but the entire Bay Area, that BART inaugurate revenue service through the Trans-Bay Tube to San Francisco and to Daly City as soon as possible. We realize that because of the requirements of the Public Utilities Commission to thoroughly investigate and approve your procedures and testing because of diverging, converging and crossing service, there is not enough time between now and September 24, 1973 to achieve this commencement date. The actual date that BART would start operating to San Francisco is unknown at this time. Therefore, we propose an alternative means that will not involve any diverging, intersecting, or crossing of BART passenger vehicles in order to provide revenue service to San Francisco.

The proposed method is as follows: Trains are already running in a loop system from Concord to MacArthur Station. This should be continued. For the remainder of the system, a loop type of operation be operated with the following segments forming the loop:

1. Fremont to Daly City
2. Daly City to Richmond
3. Richmond to Fremont

Since the longest segment between stations is from Oakland West to Embarcadero, the headway between trains could be 6 minutes which is the operating time between the two points.

I realize at this time that the BART line is not operational, but if special efforts were made, you could probably complete whatever work is necessary to effectuate this program in a two-month period. The system would then operate 3 single direction through lines:

Fremont to Daly City, Daly City to Richmond, and Richmond to Fremont. Passengers using this system would utilize Lake Merritt, 12th Street and West Oakland as transfer points. Although this would involve some transferring between trains, the inconvenience would be negligible compared to the overall advantage and convenience of being able to use the Rapid Transit System and give BART an opportunity to have a tremendous increase in revenue. At the same time, this operation would decrease the volume of automobiles on the freeways and demonstrate to the Bay Area the true values of the BART system. Enclosed are estimated operating times and rolling stock requirements.

Although it may be pointed out that this arrangement will not provide the ultimate capacity for which the system is designed, we believe that with the equipment presently available, that this proposed loop system will provide as much capacity as that available under ideal ATO operating conditions.

Until the operation of this loop system can be assessed, it is our recommendation that both Greyhound and AC Transit continue to operate their commute service. One of the great advantages of placing the loop system in operation at an early date is that BART could effectively serve the 3 counties during the non commute periods and greatly assist in relieving the congestion in the San Francisco Mission Corridor and that occurring on the Bay Bridge during commute periods.

We therefore request that you take measures to implement this alternative method of operation until such time as your automatic train control system obtains the necessary approvals. We are ready to work with you in the implementation of this service and to cooperate with you to the fullest.

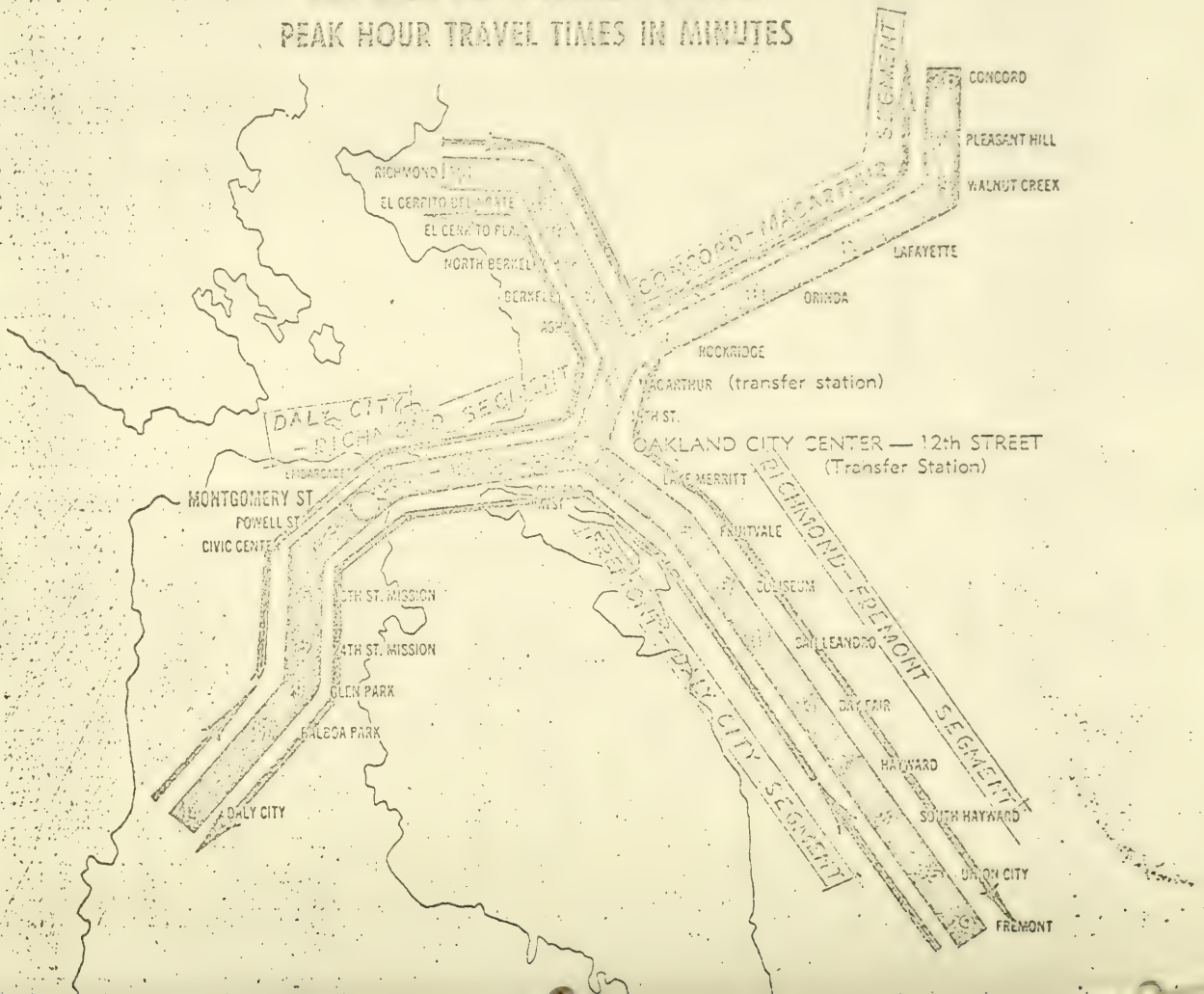
Very truly yours,

Jack M. Barron
Project Manager

Enc.

cc: Mr. William H. Chester, President
Mr. Thomas F. Hayes, Director
Mr. Quentin L. Kopp, Director
Mr. William M. Reedy, Director

BAY AREA RAPID TRANSIT SYSTEM
PEAK HOUR TRAVEL TIMES IN MINUTES



ESTIMATED OPERATING TIMES & ROLLING STOCK REQUIREMENTS

Scheduled Operating Times

A. Travel Times in Minutes for Fremont-Daly City-Richmond Loop - Operation - (No merging or diverging of trains)

Fremont to Daly City Segment	Mins.	
Fremont to Lake Merritt	27	
Lake Merritt to Embarcadero	9	
Embarcadero to Daly City	14	
Fremont to Daly City		50
Daly City to Richmond Segment		
Daly City to Embarcadero	14	
Embarcadero to 12th Street	9	
12th Street to Richmond	19	42
Daly City to Richmond		
Richmond to Fremont Segment		
Richmond to 12th Street	19	
12th Street to Fremont	29	
Richmond to Fremont		48
Total Travel Time for Fremont-Daly City-Richmond Loop		140
Lay over time at Terminals		40
Total Schedule Time for Loop		180

B. Travel Times in Minutes for Concord-MacArthur Loop

MacArthur to Concord	22	
Concord to MacArthur	22	
Total Travel time for Loop		44
Layover time at Terminals		16
Total Schedule time for Concord-MacArthur Loop		60

Cars Required to Operate Loop System

It appears that the minimum headway between trains operating under the present restrictions is the travel time between the Embarcadero Station and West Oakland Station. This time is 6 minutes. Therefore, the maximum capacity for the Fremont-Daly City-Richmond Loop is approximate 10,000 patrons per hour in one direction or approximately 20,000 patron per hour in both direction.

The following table is developed in the basis of 10 car trains on Fremont-Daly City-Richmond Loop and 5 car trains on the Concord-MacArthur Loop.

15 Minute Headway	No. Trains	A Cars	B Cars
Fremont-Daly City-Richmond Loop (10 car)	$\frac{180}{15} = 12$	24	96
Concord-MacArthur Loop (5 car)	$\frac{60}{15} = 4$	8	12
Total		32	108
10 Minute Headway			
Fremont-Daly City-Richmond Loop (10 car)	$\frac{180}{10} = 18$	36	144
Concord-MacArthur Loop (5 car)	$\frac{60}{5} = 6$	12	18
Total		48	162
6 Minute Headway			
Fremont-Daly City-Richmond Loop (10 car)	$\frac{180}{6} = 30$	60	240
Concord-MacArthur Loop (5 car)	$\frac{60}{6} = 10$	20	30
Total		80	270

July 1973

Report on meeting of Police officials, Market Street businessmen and representatives of Gay Community on problems of male prostitutes centering at Mason, Market and Turk Streets.

Meeting held 3 p.m. Thursday 26 July 1973 in suite 675 of the Flood Building and was sponsored by Market Street Development Project.

Those in Attendance

Captain Jeremiah Taylor
Captain James McGowan
Sgt. John Ryan
James M. Foster, director
Whitman-Radcyffe Foundation
2131 Union St. 94123 (346-7929)
David I, Clayton & Elliot A. Short
Hospitality House
146 Leavenworth St. 94102 (441-2772)
Rev. Jim Sandmire
Metropolitan Community Church
1074-1076 Guerrero St. 94110 (285-0392)
Bernard Averbuch, Market Street Development Project
Gary Sowards, Norris Beggs & Simpson, (rep several property owners) 362-5660
Robert Friend, Howards Clothing 781-7100
Melvin Wasserman, Carters Jewelers 433-7220
George Hanna, Flood Building 982-5568
Howard Cohn, Maxferds Jewelers 885-1634
Atty. James Thacher, property owner 981-1434
Marcel Viguie, Shaw Hotel 626-5200
Robert Haase, Oxford Hotel 775-4600

Report on Meeting -

The meeting was called as the result of a discussion on Market Street problems by the MSDP with Supervisor Dianne Feinstein at a meeting of their Board. The matter of male prostitutes was outlined at that meeting by Robert Friend of Howard's Clothing and this meeting was then called. Captain John Shine had made a report on the number of arrests made by the Southern Station in May and June of 1973 and copies of these were distributed at the meeting.

Mr. Friend first described the problem and then commented on the success of the two -man uniformed patrol. He and others stated there was a noted improvement on Market Street and urged that this patrol be continued. Captain Taylor reported on the background of the increased patrol and assured it would be continued. He also stated the police department had noticed a definite crime reduction with the patrols.

The representaive of the several organizations dealing with the gay community explained their services available. Rev. Sandmire said his group recognized some of the gay community had turned to male prostitution and these people were operating on their own risk. The various other newcomers were those whom they were interested in working with. The matter of cooperating with police and for the police to be able to identify these organization workers was discussed. They also reported on some of their problems.

Captain Taylor then responded on the police responsibilities and the problem of the police in handling gay people. The suggestion was made that these organizations, who have many volunteers available, send representatives to this area of Market Street to help alleviate the problem. These groups agreed and they were advised to address a letter to Chief Don Scott to identify their group and volunteers so that the various police details could be so advised. The group also asked if their literature could be distributed and the businessmen agreed.

Bernard Averbuch

POLICE DEPARTMENT
CITY AND COUNTY OF SAN FRANCISCO
HALL OF JUSTICE
850 BRYANT STREET
SAN FRANCISCO, CALIFORNIA 94103

July 15, 1973

ADDRESS ALL COMMUNICATIONS:
DONALD M. SCOTT
CHIEF OF POLICE

OFFICE OF THE
CHIEF OF POLICE

IN REPLY, PLEASE REFER TO
OUR FILE: HS-39-07/13/73

Market Street Development Project Inc.
870 Market Street
San Francisco, Ca. 94102

Attention: Mr. Bernard Averbuch

Gentlemen:

Enclosed is copy of a recap of misdemeanor and felony arrests made in the area of Embarcadero to 11th Street - Market to Mission Streets for the months of May and June 1973.

Very truly yours,

DONALD M. SCOTT
Chief of Police

By Jeremiah P. Taylor
Supervising Captain

70
enclosure

PATROL BUREAU

RANCISCO

POLICE DEPARTMENT

JUL 13 08 49 '73

INTRA-DEPARTMENTAL MEMORANDUM

DIST. BUR. DET.	DAY & DATE
SOUTHERN STATION	THU 07/05/73

Captain John F. Shine
Commanding Officer

SUBJECT:

Misdemeanor and Felony arrests made in the area of EMBARCADERO TO 11th STREET - MARKET TO MISSION STS., for months of MAY '73 & JUNE, '73

DEMEANOR ARRESTS MADE	JUNE '73	MAY '73
plifting	26	34
tering, obstructing, disturbing pce.,interferring,malicious mischief, ging, trespassing, resisting, failure to id., etc.	12	8
nks	220	230
enile shelter	10	6
rants (VC & TC)	51	21
ONY ARRESTS MADE		
glary	7	13
bery	6	5
aults/battery	12	15 1
cotics	4	15
nd theft	7	5
session Stolen Property	10	5
session Concealed Weapon	2	1
empted Murder	1	0
tributing to Delinquency Minor	3	1
son	2	0
len Auto	6	3
	379	362

FROM	APPROVED BY	REFER TO
Sarah Berard	John F. Shine	
TYPIST: Sr.Clk.Steno STAR 146	RANK: Captain STAR 1283	

SFPD - 68(9-70)

S.F. Examiner—Page 37
☆☆☆ Fri., July 20, 1973

Dick Nolan

Burlesque in Brass

The master theme of Mayor Alioto's politics is, "Brazen it out." Hence it should be no surprise that it's been decided to go ahead with the grand civic celebration for the arrival of the trains, even though there are no trains. The line is that BART, whatever its failures, is The Marvel of the Modern World, and if it costs $70,000 to advance this thesis it is money well spent.

The celebration is self-serving, it is burlesque. It has been properly treated by the perpetrators as a hoodlum joke. But after the first burst of laughter comes a surge of anger: Why must these functionary clowns make a fool of San Francisco? The city has looked silly enough already because of the painful embarrassments of flawed design, faulty equipment, and a construction performance years behind schedule. Now they propose to make further grotesque capers before the world.

BUT IT will mean ink and TV time for Alioto. "Brazen it out," put on a show. If there is no substance to sell, then sell the illusion.

BART's not the marvel. The marvel is that politicians still think this way, and that there are enough buyers to justify the contempt with which politicians treat popular opinion.

The age is dull and mean. Men creep,
Not walk; with blood too pale and tame
To pay the debt they owe to shame . . .

—John Greenleaf Whittier

* * *

Some words, names and phrases guaranteed to make Real Old-Time San Franciscans fog up: oyster loaf, Foghorn Murphy, "Is your sister married or does she live on Bush Street?", ferryboat Peralta, Lefty, crookedest railway in the world, Canary Cottage, Old Rec, Angel Brovelli, "All the way out Market," the Golden Pheasant, Sunny Jim, "Meet Me at the Manx," lobby dancing, "When you hear the violin, that's Paul Pendarvis!" Townsend's creamed spinach, "The Angel of the Waterfront."

Silence

25 July 1973

Where is the voice of the loquacious mayor of "the city that knows how"? Where is his voice on the BART system? Where is his voice on the crimes on the street? Where is his voice on the slow, costly and incomplete BART and other construction work on Market Street and elsewhere? Where is his voice on the expanding of the redevelopment of the South of Market project?

The last I heard his voice was on the Watergate affair.

It appears that the mayor will have to demonstrate more courageously and actively to prove that San Francisco is truly The City . . . that knows how.

E. J. McMAHON
San Francisco

Following in W. C. Fields' Footsteps

By William Moore

CONTRARY to what you read on those bumper strips, W. C. Fields is not alive and drunk in Oakland.

He is alive in San Francisco — and he prefers the word "pickled" to drunk, thank you.

Yes, yesssss. The Great One goes by the name of Ted Allison these days. He's 58, a San Francisco paperhanger, a sometime actor, and the living embodiment, right down to the bulbous red nose and flinty, larcenous eyes, of the late comedian.

Hollywood types who worked with Fields, from extras to cameramen, have told Allison he looks exactly like the original, talks like him, walks like him, drinks like him, does virtually everything like W. C. Fields.

He may, in fact, be closer to the legend than Fields was.

And when Allison strolls about San Francisco, as he did one day last week, he attracts mobs of flabbergasted onlookers who roar with laughter at his one-liners, his tips of the stovepipe hat, his twirls of the cane.

The crowds began to form moments after Allison embarked on a tour of downtown San Francisco at Fifth and Mission streets the other day. Wearing a long checkered coat, spats and white gloves, he strutted in the grand Fieldsian manner down to Market street past

Alive and pickled in San Francisco

dozens of gawkers, many of whom greeted him as "Mr. Fields."

"They know I'm not him," Allison whispered, raising his hat in front of his mouth to make the aside. "But they want to BELIEVE I'm him."

Allison, like Fields, pronounced words as if they have little carbonnes on them. The cadence is such that the comic is invariably talking on the last syllable.

"It comes naturally to me, my good madam," Allison said, ducking into the Bank of America at Powell and Market to cash a $10 check.

"Sometimes I think Fields and I are the same person," he whispered, as tellers and customers did the double takes. "We both grew up poor, we're both Aries (born in April) . . ."

A teller in front of him was so stunned his mouth slackened and the cigar he was chomping on dropped to the counter. "Watch out for the cccccgar, my good man, it may explodddddee," Allison said, pocketing his $10 in cash and muttering as he sauntered out. "Godfrey Daniels, I actually had money in the bannnkkk."

Allison resembled a Pied Piper as he walked up Powell, so big was the crowd behind him. He kissed the hands of women, clicking his heels smartly. He strode into the street to shake hands with startled motorists waiting for the lights to change.

People waved, cameras clicked. He was besieged with papers to autograph. One distinguished looking man was laughing so convulsively he had to dab his eyes repeatedly with a handkerchief.

Finally, Allison took refuge in a bar and learned, as he has many times before in many other establishments, that the drinks were being paid for by the customers and the house.

"I discovered nearly seven years ago that I was Fields," he said, nursing a beer, and speaking in the same sing-song pattern even though he was not On. "I have been in a lot of community plays and musicals, and since I was 28 years old people have told me about the resemblance.

"But it wasn't until the summer of 1967, when I put on a pair of spats and walked through the Haight Ashbury with my son, that I really knew. The crowds have been around ever since."

Only recently, he said, has he pursued the identity "full steam." He now has part-time employment with a car rental company and a men's

'In 1967 I really knew I was Fields'

toiletries firm to promote their wares in the Fieldsian manner. (Included is a cologne with a scent that is supposed to ward off kids and dogs.)

He doesn't rule out the possibility of some day going on concert tours, following the footsteps of actor Hal Holbrook's "Mark Twain Tonight."

A little boy stuck his head in the entrance of the bar and shouted at Allison: "Hey, Mr. Fields, are you going to buy me a Tom Collins?"

"Set one just past the door, and we'll have to shoot yoooda." Allison muttered back. The customers howled with laughter.

Allison strolled back out to the side walks and was swallowed into the Tenderloin District. He was surrounded by the inevitable clusters of people, every age group, every color seemingly mesmerized by the curious magic he dispensed.

The real W.C. Fields died on Christmas day, 1946. And yet . . .

"There is no way to explain the hold Fields has on peoppplle," Allison mused, a larcenous twinkle in his eyes.

At California and Montgomery streets, a gray-haired wino stumbled over to Allison, blinked slowly as he peered into his face, then, teetering back on his heels, gasped:

"My God, Mr. Fields, I didn't know you were still alive."

Ted Allison: He walks, talks drinks like the original W. C. Fields

The Difficult Ditch

To the Editor: 25 July 73

I am a manufacturer's agent occupying a small office in one of the Market Street loft buildings. I make no political cash contributions and I have no political muscle.

But I am getting desperate at the unholy mess that is Market Street today, particularly in the sector between Third and Fourth Streets where something called a high pressure system is being redone.

I recall seeing the first letter in The Examiner on this subject about three months ago when there was a little if any action on this project. But our Director of Public Works was quoted as saying that the job was "on schedule." I would like to ask what kind of a schedule was laid out for this job. No one can tell me that a ditch which handicaps traffic, which blows sand all over the sidewalks, which is filled half the time with old cartons, dirt and filth is necessary.

If they were not ready to put in the pipe why did they open a ditch — a ditch so dangerous that it appears that a bus or a car will fall in anytime if the ditch itself doesn't collapse.

It is a dirty rotten mess. Perhaps our mayor who spends most of his time electioneering somewhere else can come down and take a look at what is going on. It should not be allowed.

HERMAN SONDERMAN
San Francisco

S. Myron Tatarian, Director of Public Works, stated that unexpected complications from other utility relocations held up the high pressure system work. It was also necessary to trench to the north side of Market Street to install new high pressure hydrants. Good news for tenants: he expected contractors to fill in and pave by this weekend.— Editor

be known as the creators of "Super Screw" and to have our work favorably compared to "Il Trovatore" than to be the subject of the frequent badmouthing contractors know so well . . .

It is perhaps out of place for us to comment on the Sunday editorial since the work to which it referred is being done by a fellow contractor, not by our firm.

It seems to us, however, that regardless of the admittedly long construction period, the dirt, the confusion and the inconvenience San Franciscans have had to suffer, they need not "express regrets to visitors from near and far" about Market street, really. After all, such great thoroughfares as the Champs Elysees, the Gran Via, and the Paseo de la Reforma were surely not achieved without similar experience to the citizens of those places.

Indeed, such visitors might even understand San Francisco's present plight.

STUART H. BARTHOLOMEW,
Vice President,
Frühn-Colnon,
Western Division.
San Francisco.

Beyond the Barricades

Editor — There seems to be few letters to editors from persons in the construction business these days, but William Moore's story July 12 "A Great City Forced to Run Obstacles" and the editorial "Obstacle Course" in the Sunday Punch July 18 deserve a response from someone on our side of the barricades.

Our company manages the subway construction work on Market street which is very active at the present time from Duboce avenue to the old Eureka Valley Station at the portal of the Twin Peaks tunnel . . . The people on upper Market street, on the whole, seem to understand we are doing the best we can to complete our work and leave their neighborhood as soon as possible. Really, their cooperation and acceptance of a temporary, but lengthy, situation has been great and believe it or not we do devote a lot of time and effort to reduce the mess and inconvenience to the least possible minimum.

We thank Moore for factual reporting and conclude it is better to

MODERN CONTRIBUTORS suggest a somewhat different meaning to sculptor Frank Happersberger's monument to "Early Days" at the Hyde-Grove-Market Streets intersection. The massive bronze, created in 1894, is part of the Pioneer Monument. This isn't the first time someone has added a wine bottle to the friar's hand, but the prospector's rope apparently is a new touch

--Examiner photos by Mike Murray

Mon., July 30, 1973 S.F. Examiner

Dick Nolan

Knocking Plan For a Loop

With all the good will in the world a city hall technician, Jack Barron, has put forward a method whereby BART might put token service into San Francisco to meet that political deadline in September.

He did this because Mayor Joseph L. Alioto asked him to, he says, and also because he, like the Mayor, is deeply involved in plans for a great civic celebration in September to mark the "arrival" of BART.

★ ★ ★

WHAT MAKES the celebration and the city look pretty silly is that the tracks will be as empty in September as they are today, except maybe for one ceremonial train making a one-time-only appearance to carry the politicians and their guests, and to pose pretty for the TV cameras.

Now there is nothing in the world wrong with Barron's jury-rig plan except (a) it is not new, but was considered and rejected some time ago when BART engineers thought of it all by themselves, (b) it would play absolute hell with BART's East Bay service, (c) it would delay interminably BART's effort to get its full system operating properly, and (d) it won't work.

DICK NOLAN

The BART track layout looks either like a lazy "X" or a melted swastika, depending on what imaginings you bring to this Rorschach exercise. The operating problem centers on the place where the "X" crosses. Picture trains running fast and close together and crossing each other's paths at that central junction and you will understand why nothing less than perfection is required of the train control system if there is not to be disaster.

Barron (and BART engineers before him) have theorized that you can avoid conflict at the crossover point by the device of running trains in a long loop, in effect around the edges of the system, without permitting cross traffic at all.

It is, to put it bluntly, a stupid way to use the trackage as designed. It would tend to divert passengers from where they want to go, in some cases carrying them far out of their way. It is, as admitted, a jury-rig for political purposes, parochial San Francisco purposes, and it isn't at all likely that the East Bay power structure will permit it.

Barron started out hypothesizing ten-car trains spotted six minutes apart through that Oakland-San Francisco tunnel, but it quickly became evident that this was impossible. As further refined, the Barron proposal came down to shorter trains spaced farther apart, but the arithmetic still does not add up if you are talking transit and not politics.

★ ★ ★

IN FINAL form, the loop idea proposes to carry a modest 5000 passengers per hour, about half of them as standees. It's a capacity BART can't meet, limited as it is.

To attain a 5000-passenger capacity, even with half of the passengers standing, requires 6-car trains operating at 10-minute schedules. You ought to note that BART's East Bay service now uses 18 four-car trains, and under present operating handicaps simply doesn't make those 10-minute headways.

Minutes are of critical importance. Assuming that 6-car trains are somehow put into service, a mere stretching of schedules by two minutes — operating the trains 12 minutes apart — would provide seating capacity for only 2160 passengers, requiring a 56 percent standing load. Eleven minute gaps between trains would entail a 65 percent standing load and provide only 1728 seats.

If you reduce the number of cars in a train, say to the 4-car standard now used in the East Bay, you'd have to stack passengers on the roof to meet that 5000-passenger goal.

Best available thinking right now from the slide-rule set is that if they jury-rigged a San Francisco service to meet political requirements in September, they might be able to carry a couple of thousand passengers an hour. To put this before a commute crowd would be an incitement to riot, without even considering the rebellion on the part of East Bay passengers who would be shuttled around in a complicated transfer pattern.

If anybody wanted to be reasonable about this the obvious course to take would be to cancel that San Francisco political celebration, rather than turn BART upside down trying to give it the appearance of the genuine. What BART needs is time to iron its own problems out without having to cripple itself for extraneous political purposes.

• *Political Celebration*

Forget it. Dick Nolan tells why, step-by-step, the plan to put token BART service into S.F. in September just for a political celebration won't work. Page 25.

THE BIG SELECTION

BASEMENT
DOWNTOWN

The Emporium

...See what's happened...see what's coming soon!

they're making Market Street the beautiful heart of San Francisco . . . a pleasure and a convenience to native and tourist alike!

COMING this Fall . . . Bay Area Rapid Transit in all its glory . . . modern BART trains . . . and an entrance from the Powell St. station into The Emporium!

COMING . . . CABLE CAR MALL . . . at the Powell St. cablecar turn-around where Powell meets Market, across from The Emporium Downtown. Handsome neighbor of Hallidie Plaza.

MARKET AT POWELL, BETWEEN 4TH AND

THE BIG SELECTION
BASEMENT
DOWNTOWN
The Emporium

H STREETS • PHONE 982-1111

MARKET STREET IS GETTING A BEAUTY TREATMENT

THE BRICK SIDEWALKS . . . broad and handsome, are completed in many sections around The Emporium now . . . come see!

HALLIDIE PLAZA is finished, planted with trees and flowers, furnished with benches . . . a most attractive spot!

COMING . . . handsome shade trees this summer . . . Path of Gold street lights . . . elegant blue-and-gold benches, flower stands, kiosks! It's going to be just beautiful!

31 July 1973

Block That Fountain

Editor — At this very moment, the city of San Francisco may be working to give us another Vaillancourt fountain in a place where, this time, it cannot be hidden—at the BART station at Eighth and Market streets approximately — on the north side of the street with an excellent view of City Hall in the background. Unfortunately, this project may be another production in the much imitated style of the Disneyland school of architecture which has become increasingly prevalent in San Francisco in recent years in spite of citizen protests to the contrary.

However, we may have the alternative of considering a design which would be extremely suitable for the site — a reproduction of the Trevi Fountain of Rome — the substitution of greatness for mediocrity.

We would ask your support and the support of San Francisco in general in halting this problem which has been so quietly creeping up on us. Work can be begun on the Trevi fountain at once.

ROBERT DOWNING-OLSON,
President and Chairman
of the Board,
Nob Hill Historical
Restoration Society.
San Francisco.

Not Practical

Editor — Fearful that another Vaillancourt variety of fountain will be installed in the new BART stop plaza at Market and Fulton, the Nob Hill Historical Restoration Society (Letters, July 25) frantically urges a replica of Rome's Trevi fountain instead.

Although a devotee of splashing fountains, and aside from the impropriety of one of the world's great cities copying another great city's treasures, I doubt that a fountain would be practical in that location. Strong westerly winds are a daily feature of that area. The possibilities for a thorough drenching would offer a constant hazard for BART passengers and tourists.

My alternative would be a park-like display of blossoming trees and flowering shrubs, changed every other month as is done annually now with the rhododendrons in Civic Center Plaza . . .

EDGAR WATSON.
San Francisco.

BART Celebration

I heard recently that San Francisco is spending over $36,000 for the dedication ceremonies of the Bay Area Rapid Transit system in San Francisco. Couldn't that money be better spent than in publicizing a transit system that everyone already knows about?

H. WAYNE LEONARD,
San Rafael

Much has appeared in the press relative to a rapid transit system for the Peninsula, particularly extending BART down through San Mateo County but not into Santa Clara County. The plans have been repeatedly rejected since this system for the Peninsula is not financially sound and will not provide the type of service required.

A relatively new plan has been proposed which calls for utilization of the existing Southern Pacific right-of-way over which would be constructed an elevated highway to be used exclusively for high speed rapid transit buses. The highway would be supported by a T-type structure down the center of the right-of-way between the tracks . . .

and would be used only by buses for mass transit service . . . The Southern Pacific would be compensated . . . There are a number of major advantages, the first being flexibility . . .

EMMETT J. MURPHY
Woodside

Despite the serious problems facing BART it is crucial that Bay Area citizens recognize the overriding need for a successful BART system. The need to avert a fare increase is clear and unquestionable. The provision for low fare mass transit is increasing essential to the well being of the Bay Area's transportation and environment.

The requirement in present state law that BART operational costs be paid from fare revenues should be immediately repealed. Adequate operating subsidy must be provided to BART to maintain the present fares and to attract the maximum passenger patronage. Increased gasoline taxes and bridge tolls should be earmarked as BART subsidy and construction funds for future extension to the 75 mile system.

The continued operation of BART must be insured. Binding arbitration mechanisms must be established to resolve transit labor disputes without strikes. A relative handful of employes must not have the power to deny many thousands of citizens the use of this vital transportation facility. . .

NORMAN FREITAG
Berkeley

In connection with the Jack Barron suggestion of a loop service to San Francisco as a temporary expedient in September, I suggest that the Concord line be extended through the tube to San Francisco and the Richmond-Fremont line remain as it is presently operated. It will take about six minutes from West Oakland to the first San Francisco stop which is satisfactory for a beginning if BART has enough "B" units to make up eight car trains . . .

Transfers could be made at MacArthur or Twelfth Street. Tunnel switchovers can be localized at the Twelfth Street station. . .

A. MORGAN TABB
San Francisco

Out of My Mind

NOW HERE'S my plan, gang. Since it's not unlikely that BART trains will never come to San Francisco, let's use the transbay tube to pipe water up Market St. into that awful sunken Hallidie Plaza at Powell. Now that Fleishhacker Pool seems to be gone forever, Lordy knows we need a public outdoor swimming pool and a downtown location has to be a real winner. Besides, what better way to get rid of the winos?

Not to mention the bongo players.

. . . Our daily genius: Don Sherrill knows how to turn a real loser (the "Celebration" of the non-beginning of BART service to S.F. next month) into a real winner. "What we do, gang," he says, "is combine it with the cable car centennial and start running cable cars through the BART tube to Oakland. Of course they'll only be able to go nine miles an hour but whoever heard of an 80-mile-an-hour cable car?" . .

Yerba Problem

Pawnbroker Law in Court

By June Muller

The legality of an ordinance which permits transfer of the license of a pawnbroker or other business that is uprooted by redevelopment was being questioned today by Superior Judge Ira A. Brown Jr.

He heard arguments yesterday from [illegible] of the move of three pawnbrokers, two to the Mission District and one to 48 Market St., formerly Rose House for the needy and hungry.

"Nobody loves a pawnbroker," said attorney James Martin MacInnis, representing Marvin Iscoff and Herbert Blumenthal.

Iscoff operates the Argonaut Jewelry & Loan Co. at 94 Fourth St. and has purchased property for his new shop at 2449 Mission St.

Blumenthal's Eagle Loan Co. at 127 Third St. will move to 2255 Mission St.

Both, deposed by the Yerba Buena Center project, were sued by the Mission Merchants Division of the Chamber of Commerce.

"Being a pawnbroker," said MacInnis, "is a delicate matter. If one weighs the equity of a pawnbroker being displaced and the neighbors, the equity will lie with the pawnbroker.

"Would not a great deal of mischief be created if the (police code) section were declared invalid? It is sheer surprise to say at this time that the legislative body did not exercise deep wisdom in passing this section."

The second case involves Phillip Segal, whose building at 1067 Market St. has already been torn down to make way for Bay Area Rapid Transit.

He purchased the Market Street structure and already is remodeling to open his Bay Bridge Loan Co.

Segal, a crippled Navy veteran, was sued by Robert L. Coleman, Geo Sores, the Lurie Co. and Citizens Savings & Loan, who maintain that Segal will operate too close to a school, a mental hygiene clinic which gives classes two days a week to retarded adults at 942 Market St.

Jack Tomlinson, representing the plaintiffs in that case, said Judge Brown also must define a school.

"A school," he said, "is for children of tender years. These are children of tender years in adult bodies."

Segal's attorney, William Bernstein, maintained that a school is one that deals with minors.

Yale H. Smulyan, counsel for the merchants, claimed thethe neighbors were not heard when Police Chief Donald M. Scott authorized the transfer of the other two licenses to the Mission District.

NEWS RELEASE

BART
BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone (415) 465-4100

Tuesday, July 31, 1973
P-56

DAVID H. KELSEY
DIRECTOR OF PUBLIC INFORMATION

FOR IMMEDIATE RELEASE

The Board of Directors of the Bay Area Rapid Transit District in a special meeting today approved a three-year collective bargaining agreement between the District and the Joint Council of Unions. The first contract concludes the extended negotiations between the District and the negotiators for United Public Employees Union Local 390 and the Amalgamated Transit Union 1555.

Highlights of the agreement include:

- A three-year contract which virtually assures uninterrupted service to the public during this time span.
- $20.00 per month contribution by the District toward dependent medical coverage, effective immediately, and full family medical coverage without cost to the employee at the start of the contract's second year, July 1, 1974.
- An improved family dental plan with immediate elimination of deductible provisions and improved percentage coverage.
- Increased holidays from nine (9) to 10 per year.
- Doubled life insurance coverage at no cost to the employee from $5,000 to $10,000 plus a new provision at no cost to the employee for $50,000 assault insurance for certain public contact employees.
- Improved vacations, providing for three (3) weeks after one (1) year of service effective with the start of the contract's third year July 1, 1975; moving the present four (4) weeks after 12 years of service to four (4) weeks after 10 years; and adding an additional 5th week after 20 years of service.
- Significant improvement in wages over a three-year period including a new cost of living provision.

A number of other improvements were agreed upon in the areas of premium payment, leave provisions, training and educational benefits in addition to a union shop provision.

###

The man thus far keeping it off is Reedy. He frankly admitted to The Examiner that, among other reasons, he held it off so Blake could "work out his problem with the town's labor leadership." Reedy was equally frank in saying he would not vote for the Blake entrance as long as McDonald's was the intended tenant.

Blake said a demand that he cancel McDonald's lease was made upon him by John Crowley, secretary of the San Francisco Labor Council and Joseph Belardi, president of Culinary Union Local 44. "They even wanted a letter," said Blake, "showing a cancellation of the lease from McDonald's plus a promise from me that I would not lease to a non-union company."

Blake said McDonald's subsequently cancelled the lease as a result of the conflict he would sign anew if the BART station entrance were modified.

THE BLAKE CASE is a direct challenge to the other BART directors. They are sworn to represent all of the people of the three BART counties and to run a transit system — not to fight labor's fights.

They have an obligation to apply to Blake's application exactly the same standards they apply to other business establishments on BART property that were granted subway station entrances for their stores.

We take no position on McDonald's labor policies, beyond noting that a proper arena exists for union labor to contest those policies.

BART is not that arena. BART belongs to the public, not to a bunch of labor bosses and labor politicians.

San Francisco Examiner
MONDAY, AUGUST 6, 1973

Misusing BART In Labor Fight

LABOR LEADERS don't want any more union outlets of the McDonald's hamburger chain in San Francisco. Unable to oust McDonald's as tenants — and up to labor tricks, they never long since began subverting local government into a tool against the chain. They have misused the San Francisco Board of Permit Appeals to accomplish by secret pressure what it has no right to do — stop issuance of permits for new McDonald's outlets.

Now they have turned the same tactic on BART, where two San Francisco labor men — William Coblentz and William Keedy — serve on the board of directors.

THEIR OBJECT: to prevent McDonald's from establishing a two-story restaurant on the BART subway line at Sansome and Market streets in a building owned by William Blake, former BART director and former member of the San Francisco Board of Supervisors.

Blake, as part of his transaction with McDonald's, needed an entrance from the proposed restaurant to BART's Montgomery station. BART's staff recommended the entrance. So did BART's administrative committee. That was early June. But Blake has never been able to get the issue to a vote by the full board. He can't even get it on the calendar.

Blake Says Unions Cost Him BART Food Stand

Former Supervisor William C. Blake said yesterday that labor pressure on BART had cost him a 20-year lease with the McDonald's hamburger chain at a prime San Francisco location.

McDonald's has been a prime labor target in San Francisco because its restaurants use franchise help and pay lower than union wages.

BART's administration committee recommended June 5 that Blake be given permission to remodel the planned two-story restaurant at Second and Market streets with BART's Montgomery street station. He was to pay $1,000 a month for the access.

But the committee recommendation was removed from the agenda of the full board of the Bay Area Rapid Transit District, and no vote was taken.

BLAKE'S

"I was told that I would not be [illegible] by Jack Crowe, secretary-treasurer of the San Francisco Labor Council, and Joe Tinnin, president of Cooks Union Local 44, and you and I could have something [illegible]," Blake told Tim Carmichael.

Crowe said, "That's not true."

"We will [illegible] we don't [illegible] we couldn't [illegible]

"We asked for Blake ... and he [illegible] that [illegible] such [illegible] McDonald situation and that he [illegible] another occupant.

[illegible] Tuesday he was going to have [illegible] and [illegible] and that [illegible]'s was to [illegible]

BOYCOTT

[illegible] BART president William H. Crowe a vice president of the International [illegible]'s and Warehousemen's Union, of [illegible] to get a [illegible] from the [illegible] BART board.

"[illegible] secondary boycott," declared [illegible], a former BART director.

"The [illegible] was going to [illegible] of construction work, so of it in [illegible] has a right to picket and try to organize a business once it gets going, but I don't see how they can [illegible] coming in," Blake said.

LEASE

Blake said he received a letter from McDonald's Wednesday informing him that it was cancelling the lease.

"I want the board to vote on the committee recommendation," Blake said.

"If the board accepts the recommendation, then I'm sure I can persuade McDonald's to renew the lease."

Even a rejection of the proposed connection between McDonald's and BART would be better than no decision at all, Blake added.

"If they vote no, that will at least give me the opportunity to go to court for re[illegible] against the district."

L. A. Kimball, BART's assistant general manager in charge of administration, said that after the administration committee approved a ten-year lease of access rights for Blake, Director William Ready asked for additional information.

"Mr. Ready wanted to know the impact of the proposed lease and construction in connection with it," said Kimball, "and he wanted to know how it would tie in with work already going on in the BART station.

Dick Nolan

15 Aug '73

A Birthday Present

Today is my birthday, and I am getting a weird kind of birthday present from my government, which has decided that this is to be the day on which we stop bombing the Cambodians.

By a process of logic which escapes me entirely, this date, August 15, was selected as the one time and correct date to end, to cease, an implausible military exercise against an obscure people in a remote region toward an unholy mysterious purpose.

It seems like the kind of mess we have a right to be happy to be out of, but the solemn selection of a No Bombs Day fills me with the tingle of insanity.

What was of doubtful legality and no morality yesterday has become unconstitutionally illegal today, as of today, or at least that is what we are led to believe. The administration, after all has received the right to ponderous ratification should Cambodian sleepy workers in the aircraft we mean to keep flying there, again to purposes that make no sense, legal, political, moral or military.

What August 15 really represents, I suppose, is the point where a shaky Congress and a shaken Presidency finally came together in uneasy conflict over the war powers and who owns them. They didn't really decide anything, but at least they admitted there's a decision of shatteringly important historical significance to be made.

The lives and limbs of Cambodians and our own troubled consciences just happen to be incidental beneficiaries.

★ ★ ★

Here in the parish the cast of characters, engaged in lesser enterprises, is far less awesome and correspondingly more comical, especially our star attraction, Mayor Alioto, who was recently to be heard comparing BART's flawed technology with typographical errors in the public prints.

I take typos seriously enough, God wot, like the one in Monday's column which changed Francis Bacon's gender by the innocent expedient of changing an "i" to an "e" in that venerable Christian name. But it ought not to be necessary to remind the Mayor of a great metropolitan city that an irritated of computers even got killed or maimed by a typographical error.

Alioto's pitch is that we ought to be patient with BART, as if we hadn't been for years beyond BART's promised start-up date. The Mayor does not like to be faced with failure of any kind. We are asked to believe that BART is truly, at long last, the grand transit system of the world, no matter what the evidence to the contrary seems.

Mistakes will happen in the process of manufacturing, says Alioto, and that's happening to BART engineers is hardly different from what happens to Chevies, Fords and Chryslers on the automobile assembly lines.

This loyal and hearty approach would put the blame for BART cracks somewhere on the shoulders of the public nitwits whom Alioto courts quite shamelessly to speak, designed for a different purpose. It ignores everybody's big corporate mistakes in favor of, from which BART seems inordinately afraid, and which your parish correspondent, here, is weary of recounting.

It is a fact, for instance, that the better the machinist performs in turning out perfect wheels for BART cars, the worse the BART electrical system, as designed, is likely to function. Wheels and undercarriage of BART cars are beautifully crafted by the assembly line worker, and in operation they neither grind, wobble, nor vibrate.

The net effect of this perfection at the working level is that BART wheels and tracks do not clean themselves by abrasion. The designers found it necessary, as an expedient, to put "scrubbers" in place on the cars so as to provide the polishing required to provide clean electrical contact. It's a dumb, blacksmithing approach to a technical problem, but it was the best the designers could come up with when the electrics didn't work.

No, BART isn't a Ford sedan with a loose license plate bracket. It is 75 miles of non-innovative railroad, and such as it is it ought to have been in full operation years ago.

Dick Nolan

A Back Door BART

Mayor Alioto, in company, is not insensitive to the absurdity of a city celebration "celebrating" a train service. BART's wasn't there. If a rendezvous of those sweet, loyal supervisors to which he has solemnly taped off over the past month, who alone wanting the Daly citizens finally to ride it, and the new park, and the Olympic-sanctioned pool and recreation center, and swap, and the Examiner has not yet sunk quite that low, has it?

So Alioto has been leaning on the City Hall technicians and the BART management to provide something, anything, that looks like honestly-Giving electric trains by Sept. 24, even if they have to cut holes in the bottoms of the cars and lay the tracks with them.

Yesterday all this came to a head when a reporter with a bevy of radio and television people was called to learn that if BART didn't produce a San Francisco service he might do the same. After all, he'd turned that whole event at tub-thumpers, system-soaking, and all around whoop-de-do.

It happened that he told the electronics journalists he was meeting at 4 p.m. with BART Manager Harry Stokes, and to those there were no indications to the effect that in a novel Wild Western twist, Joe Alioto had indeed had given Billy Stokes until four o'clock to get INTO town.

Ah, well. It has never been easy to separate the BART project as a transit system from BART as a political showcase, assuming anybody wants to. And out of all this, if indeed anything will have developed out of all this by the time you open The Examiner today to the good stuff, may come something rather marvelous. BART may come in the back door! Instead of service through that creepy tunnel under the mud, what Alioto may get is (fanfare) The Daly City Special!

You will recall that under heavy pressure from Alioto, poor Jack Barron and his Transit Task Force produced an absolute nightmare scheme to run BART trains in a tangled loop all around the edges of the track system, as if BART didn't have troubles enough.

Barron met yesterday with the BART engineers, who quivered and shuddered a bit, and said really they'd rather not do that thing.

As I said here a while back, Barron's idea would provide hours and hours of boredom for the Daly City commuters (shower against all the cost of making room aboard the Daly City service, which BART is getting it's big pay to do anyway).

With the mess in sight and the voters in [illegible] itself, BART has been carrying upwards of 35,000 passengers a day on the Daly City line. Surely this figure would go to [illegible] commuters on the Daly City line. Provided, for short runs, and you can see why the BART people had the [illegible].

However, it developed that Daly City's [illegible] and still is, put the Daly City line in limited operation, and [illegible] even with back and forth [illegible] for the [illegible].

A Daly City service [illegible] complicated in [illegible] equipment, enough [illegible] through the Daly City tunnel, with [illegible] precautions, to give the Daly City [illegible] rolling stock.

This, indeed, must be the answer to Alioto's prayer, and provide [illegible] celebrate as planned. BART through the back door is infinitely better than no BART at all.

A pretty decent subway service along the Mission corridor would represent the first visible return on the City's enormous investment. It would give us a little something to gloat on while BART Westinghouse, Rohr, Bechtel, and all the rest fiddle with the still unproved automatic train control system.

It would be dandy for Daly City residents, of course. But also for those using the Balboa, Glen Park, Mission Street, Civic Center, Powell and Montgomery stations there would be a new alternative to hard-pressed Muni.

This would be genuine revenue service, giving BART a few classes of earned money for its empty till. It might not do Muni's cashbox any good, but you can't have everything.

SAN FRANCISCO BART
OPENING FESTIVAL

Promotional Items

Item #	Description	Quantity	Price	Extension
P73923	POLY SHOPPING BAG, 16-1/4" X 18" + 5" Bottom Gusset, White Rigid Plastic Handles, COLORS: Blue Background, White Circle with Blue Design and Copy Imprint. PACKING-250/Carton. Minimum Purchase per Store - 1 Carton	_____ _____	$146.40/M $ 36.60/CTN	_____ _____
P83916	POSTER, 22" X 28" Printed 1 Side, 24 Pt. Board, COLOR: Black and Blue on White	_____	$ 1.45/EA	_____
P83917	POSTER, 11" X 14" Printed 1 Side, 24 Pt. Board, COLOR: Black and Blue on White	_____	$ .95/EA	_____
P83918	SIGN TOPPER, Printed 2 Sides, Diecut 11" with 7" Serrated Base, 5" X 13" Top Area. COLORS: Black and Blue on White	_____	$ .22/EA	_____
P83919	MOBILE, 4-10" Circles/Set, 24 Pt. Board, Each Circle Printed Black and Blue on One Side, and Black on White on the Reverse Side. Each Circle has 1 Hole Punched. Wire and String not Included. (4 Per Set)	_____	$ 5.50/SET	_____
P83920	BANNER, 6" X 35", 80# 4 Pt. Paper Stock, COLORS: 1 Side Printed Black and Blue on White, Reverse Side, Solid White.	_____	$ 1.60/EA	_____
			ORDER TOTAL	$_____

Order Cut-Off Date: July 12, 1973

Shipment: August 31, 1973

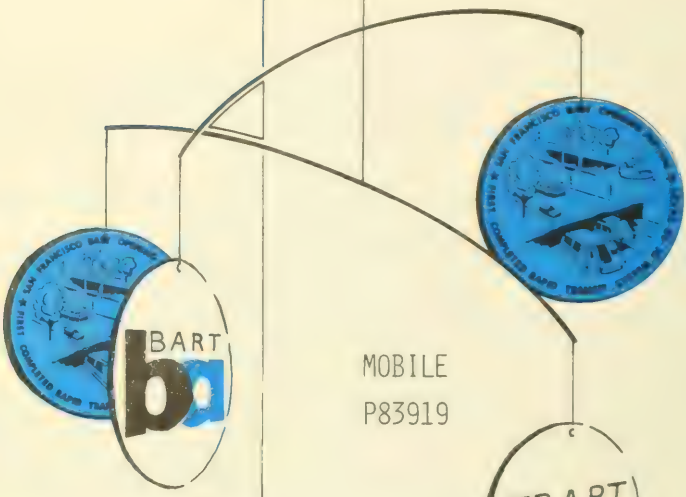
Freight: Shopping Bag - FOB Cincinnati, Ohio
Other Items - FOB Dallas, Texas

FRONT

BACK SIDE

SHOPPING BAG

P73923



MOBILE
P83919

22" X 28" POSTER _____ P83916
11" X 14" POSTER _____ P83917

BANNER
P83920

SIGN TOPPER
P83918

MINUTES:

RETAIL STORES COMMITTEE MEETING
Monday, May 14, 1973
The Emporium

Attending: Mr. Haine, Mr. Jacoby, Mrs. Cason, Mr. Garling, Mrs. Mallory Mr. Pflueger, Mr. Averbuch, Mr. Kislingbury, Mr. Nugent, Mr. Hurst, Mr. Rabb, Mr. Rose, Mr. Soblin, Mr. Terrell, Mr. Reece.

Opening ceremonies for BART will be held from Sunday, Spetember 16, through Monday, September 24. Target date for revenue service is Monday, September 24. Commuter service from 6:00 a.m. to 8:00 p.m. will be available Monday through Friday. Additional service should begin sometime in November.

Special Events Planned Include:

A. Union Square Antique Vehicle Exhibit, Monday, September 17 through Wednesday, September 26.

B. Special Saloon, open at Union Square, Monday, September 17 through Wednesday, September 26.

C. Hands Across the Bay Ceremony with ferry boat Eureka (date to preceed the official opening.)

D. Market Street flags - up Monday, September 17.

E. Concert by San Francisco Symphony, Halladie Plaza 11:30 a.m., Friday, September 21.

F. Parade on Market Street, Friday, September 21, 8:00 p.m.

G. Grand Ball - 7:30 p.m., Saturday, September 22 (Location?)

H. BART ceremonies at each station, Saturday, September 22 10:00 a.m. start. Last stop will be Daly City with special barbecue for all officials.

1. Advertising: Chronicle/Examiner will run a special Roto section on Sunday, September 16. Deadline for ads in Friday, August 3. The Progress will have information available by Friday, June 1. BART will run 3 full pages in the Chronicle/Examiner and possible ads in the Oakland Tribune oriented to "How and Why to use BART."

Mr. Soblin will send logos direct to the papers with BART theme to drop into the ads. Theme is "Off and Running". Newspapers will handle the sale of ads. Associations should inform members about special sections prior to deadlines. Logos should be at papers (Mr. Soblin) by Thursday, July 12.

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MARKET STREET DEVELOPMENT PROJECT, INC.
A meeting of the Executive Committee of the Board of Directors
11:00 a.m. Tuesday 12 June 1973

MINUTES

The meeting was called to order by the President at 11:00 a.m., 12 June 1973 in Room 317, Standard Oil Building, 225 Bush Street.

Present were:

Executive Committee Members:

Sidney A. Haag
Francis J. Sitek
Benjamin J. Henley, Jr.
G. Harold Melander
J. Howard Patrick
Ivan A. Anixter

Staff:

Bernard Averbuch
Cynthia Wallis

Members of Executive Committee Absent were:

Eugene Friend
Richard Nugent
Albert S. Samuels, Jr.

Others Present:

Wm. Finsterbusch, director
Frank L. Nageotte, director
James Reese, director
Warren Truitt, rep. for Jack Rose, director
L. Rogers, Western Merchandise Mart
James Thacher, Market-Turk Investment Co.
Ray Grialou, Grialou Enterprises

Six of the nine members of the Executive Committee being present constituted a quorum for the conduct of business.

Bongo Drummers

Averbuch reported on the matter of bongo drummers and an amendment to the Noise Ordinance to cover them. He said Supervisor Dianne Feinstein was having such an amendment prepared by the City Attorney's office and that he would attend a meeting in her office to discuss the amendment. He also reported Supervisor Feinstein would be invited to the next meeting of the Board to discuss the amendment and the problem of bongo drummers and other excessive noise problems.

He further reported meeting with the police and Presiding Judge Harry Low on the subject and alo meeting with the bongo drummers and asking for their cooperation. He reported the meeting with the Chronicle editorial executives and the resulting editorial on bongo drummers.

Sidney Haag stressed the importance of the board contacting various Supervisors to have the amendment passed. He further stated he would give the excessive noise problem serious attention and urged everyone to do the same.

The problem of excessive noise from jackhammers and other construction equipment on Market Street was mentioned.

Meeting with Chronicle

Report was given on the meeting with the Chronicle editorial executives, attended by Haag, Averbuch, Francis Sitek and Ben Henley. The group discussed the unfavorable publicity given BART and the response given by the editors was, they were critical of general manager B. R. Stokes. It was reported that Graham Kislingbury had met with editors of the Examiner discussing with them the editorial coverage for the BART Opening ceremonies.

It was also reported the Chronicle editors were told the retailers on Market Street would also be interested in meeting with them, and this would be later arranged. Mention was also made of a meeting soon with the writer from the Women's Wear Daily.

News Racks

Report was made on the City making a study of how to handle the problem of excessive news racks on the sidewalks. Letters had been written to other California cities asking if they had an ordinance covering his problem, and all responses were negative. Sitek reported the Chamber of Commerce was also looking into this problem and there should be an exchange of information.

There was a letter to our group advising of a State law requiring all news racks to have an identification tag, and this information was sent to City authorities.

Sidewalk Florists

Report was made on Market Street flower stands (4 in number) who are protesting plans to move them to new locations and to use a newly designed flower stand. The matter must go before the Board of Supervisors for final approval. It was suggested the Retail Florist Association and Jack Podesta be advised of the problem. The florists list a total of 13 objections to the new flower stand designs. It was mentioned the developments would be reported to the Board for their information.

Street Cleaning

James Reese reported on the meeting held at the Chamber of Commerce about street cleaning in the downtown area, including Market Street. Myron Tatarain reported at this meeting of an experiment to have restricted parking at night to see if street cleaning can be improved. The idea of a test program by the City of cleaning the sidewalk in one block on Market Street for a month was discussed.

Howard Patrick said he believed the City should have the responsiblity of cleaning up the leaves on the sidewalk. He expressed opposition at this time to a special assessment district and said there is an ordinance requiring people to clean their sidewalk area and this should be enforced.

Patrick suggested it would be better to wait for a year after the trees are planted to see what problems are created.

Pawn Shop

Attorney James Thacher was present and commented on the problem of the pawn shop dealer who moved to 948 Market Street. He said there was definite opposition and that the decision approving the transfer was being appealed to the Courts. He reported his concern of a comment at the Board of Permit Appeals that the MSDP was not opposed to the transfer. Haag responded this was not correct and told of the discussions of the ordinance which permitted the pawn shop dealer to move anywhere and making it legal. Haag also reported that this particular ordinance has since been repealed and would not be applied to any other pawn shop that might wish to move to Market Street.

Mechanics Monument Ceremony

Averbuch reported on the ceremony scheduled for Noon. The Board was invited to attend the ceremony, being held a block away. This meeting was held at Standard Oil for the convenience of the Board to attend.

Mayor Alioto was the featured speaker and the ceremonies, and the lunch with the Mayor, was arranged in cooperation with Imperial Savings & Loan and their advertising agency.

This was part of our continuous public relations effort to publicize Market Street and more events were planned for the future.

New Business

Sitek suggested for the next newsletter that we publish an up-to-date schedule of brick and tree planting. He said these schedules were of interest and importance to many of our members.

Warren Truitt of Roos/Atkins said he would like a future meeting to take up the problem of MUNI drivers and the courtesy problem. He said he felt this was a definite problem and that the Board should consider some action to alleviate the problem.

Meeting Adjourned 11:50 a.m.

MARKET STREET DEVELOPMENT PROJECT, INC.
A meeting of the Executive Committee of the Board of Directors
10:00 a.m. Tuesday 10 July 1973

MINUTES

The meeting was called to order by the President at 10:00 a.m., 10 July 1973 in the conference room 675, 870 Market Street.

Present were:

Executive Committee Members:

Sidney A. Haag
Arnold Masneri rep. for Sitek
Bob Friend rep. for Eugene Friend
Benjamin J. Henley, Jr.
G. Harold Melander
Jim Wells rep. for Nugent
J. Howard Patrick
Ivan A. Anixter

Staff:

Bernard Averbuch
Cynthia Wallis

Members of Executive Committee Absent were:

Albert S. Samuels, Jr.

Others Present:

John H. Black, director
J. Johnston rep. for Nageoote, director
James S. Reese, director
Warren Truitt rep. for Jack B. Rose, director
Wm. Chleboun, Emporium
Bob Haase, Oxford Hotel
George Hanna, Flood Building
Charles Shrader, Reid & Tarics
Supervisor Dianne Feinstein

Eight of the nine members of the Executive Committee being present or represented, constituted a quorum for the conduct of business.

Report on Retail Souvenirs by James Reese

James Reese of Merrill's Drugs presented a proposal to have an importer prepare a number of Market Street souvenirs, with a BART motif, for retail sale. Reese then said the importer would set aside 15% of the sales which could go into a special fund for promotion and advertising of Market Street. It was agreed the suggestion was a good one and Reese would also present the idea to the retail committee planning the BART ceremony details.

Report on BART ceremony

Sid Haag reported that the Committee is determined to go ahead with the 22 September ceremonies because so much money and work has been expended. The ceremonies would be now considered as an "Open House," with the stations open for the public to visit. There are also plans to have trains on view at the stations and Jack Barron of the Transit Task Force was working out plans to have the trains shuttle between the stations to give free rides to the public.

Report by Supervisor Dianne Feinstein

Supervisor Feinstein reported on the matter of the Noise Ordinance and the special amendment passed which resulted from the excessive noise of bongo drummers at Powell and Market Street.

She explained how the Noise Ordinance was passed and took almost two years of research. She also told of the numerous conversations to pass the special amendment. Supervisor Feinstein also commented on the matter of noise which has increasingly become a problem. Most cities are now becoming aware of the noise problem and San Francisco is beginning the slow process of doing something about it.

The ordinance was effective April 21, for construction equipment and over a period of time for special problems, such as garbage trucks. Noise by vehicles could not be covered because this is covered by State Law. The police in San Francisco have a special detail to begin enforcing the law, and they would begin operation in August.

There is an ad hoc committee studying the problems of the ordinance and will recommend changes if necessary. Supervisor Feinstein said she had met with Captain Jeremiah Taylor on the amendment and it will not be used to hassle such non-problem areas as violinists. Complaints can be directed to Captain Taylor and the special noise control squad will respond.

Supervisor Feinstein expressed her thanks to Executive Director Bernard Averbuch. She said he has been fair and listened to both sides and has been doing an outstanding job for the organization. She said he has also done an outstanding job with the news media and also the Board of Supervisors.

Supervisor Feinstein discussed the matter of the Street Artists petitions and Robert Friend brought up a police problem of male prostitutes at Mason and Market.

Sid Haag thanked Supervisor Feinstein for the report and expressed the thanks of the MSDP for her efforts in getting the amendment passed.

Public Relations Program with Muni Railway

Warren Truitt of Roos/Atkins asked if the MSDP could not begin some form of a public relations program for the Muni Railway. He said that he had been in the downtown area since 1929 and had never seen a worse situation with the Muni. He gave further examples of Muni buses and suggested that something positive be done.

Ben Henley commented that SPUR had recently prepared an excellent report on the Muni and that should be considered. Averbuch said he had the SPUR report and would have copies made. Reese commented the Chamber of Commerce had also looked into the management problem, but did not come up with a solution.

It was suggested the matter be put on the August agenda and Haag suggested working with the head of the Transport Workers Union. Others also mentioned Jack Woods, general manager of the Muni, and it was agreed to consider inviting both to the next Board meeting.

Executive Director's Report

Averbuch reported that the trees were now being planted in the Powell Mall and that the first sycamore trees would be planted in Market Street th e first week in August. There should be 150 trees planted by the end of September. The question was again raised about maintenance of the sidewalks after the trees are planted.

The Southern and Central Police Stations have new supervising Captains and we must meet with them to acquaint them with the various problems.

Averbuch reported checking with the Street Cleaning Department about Hallidie Plaza. He also reported on large display signs available in the office for the Cable Car Centennial; the new Path of Gold lamps whose construction has been halted by a strike; about the first "No Parking" sign of new design installed at Powell and Market. He also reported talking to the owner of the pawn shop who has moved into 948 Market and his discussions to improve the building and his business.

The meeting was adjourned with a period of silence in memory of the death of Albert S. Samuels, Sr. Haag commented on his death at the age of 91 and how he had been active in Market Street for so many years and his continued interest in the MSDP. It was also commented that he was one of the founders of the MSDP and that he had been the oldest living businessman on Market Street.

Adjournment 11:15 a.m.

MARKET STREET DEVELOPMENT PROJECT, INC.
A meeting of the Executive Committee of the Board of Directors
10:00 a.m. Tuesday 10 April 1973

MINUTES

The meeting was called to order by the President at 10:00 a.m., 10 April 1973 in the conference room 675, 870 Market Street.
(the next meeting will be a new location - notice will be sent out)

Present were:

Executive Committee Members:

Sidney A. Haag
Francis J. Sitek
G. Harold Melander
Jim Wells, rep. for Nugent
J. Howard Patrick
Ivan A. Anixter

Staff:

Bernard Averbuch
Cynthia Wallis

MEMBERS of Executive Committee Absent were:

Eugene Friend
Benjamin J. Henley, Jr.
Albert S. Samuels, Jr.

Others Present:

John H. Black, director
rep. for Nageotte, director
F. Marion Donahoe, director
James S. Reese, director
Wm. Finsterbusch, director
rep. for Jack B. Rose, director

Alfred Oppenheim, Crocker Bank
Wm. Chleboun , Emporium
Edward Goldstein, Diamond Palace
David Rabb , Grodins

Six of the nine members of the Executive Committee being present constituted a quorum for the conduct of business.

Report on program to clean new Market Street Sidewalks

Bernard Averbuch, executive director, stated that the matter of a special assessment district to finance the cleaning of Market Street sidewalks was still under consideration. He reported on the meetings with maintenance company officials for compiling information on job specifications.

He said the City is planning a demonstration in a few months of machines used to clean and vacuum sidewalks.

Averbuch stated he has had discussions with Bernard Crotty of the Street Cleaning Department in regard to a compaign to educate tenants and building owners about cleaning the sidewalks. There is an ordinance (Sec. 34, ordinance 1994) which requires the tenant, or owner, to clean the sidewalk and not sweep into the street. They can be cited by police for violations. Cards have been printed with copies of the ordinance and these can be mailed to each tenant.

It was then suggested that Crotty be invited to the next Board meeting to discuss the matter of cleaning sidewalks on Market Street.

Report on New Southern Pacific Building by William Finsterbusch

Before beginning his presentation, Mr. Finsterbusch presented Mr. Haag with Southern Pacific's 1973 contribution to the Project, a check for $4,000.00. He said this contribution reflects the way S. P. feels about the Project and the confidence they have in the organization.

The address of the new structure will be 1 Market Plaza and there will be 1.8 million square feet of space. There will be two buildings, one 43 stories high and the other 28 stories, to be built at a cost of $93 million. The ground floor will be retail space and they hope to provide something unique to S. F. and demonstrate their confidence in the lower Market Street area. They conferred with City officials beforehand on aesthics and worked out the design so as not to block view corridors.

They also hope to use brick in their plaza to merge with Market Street brick.

Report on Moving Market Street Monuments, other matters

Averbuch reported two monuments on Market Street will be moved short distances as part of the beautification program. One is the Donahue Monument, also known as Mechanics Monument, at Market and Bush.

This monument was unveiled May 1901 and is in memory of Peter Donahue, a pioneer iron works industrialist.

The other is Lotta's Fountain at Kearny and Market and was donated to the City by Lotta Crabtree.

There was a report on 11 advertising kiosks to be installed on Market Street and the City is now preparing to ask for bids from advertising firms to put advertising on the kiosks. The lease will require the company to maintain and keep kiosks clean.

Averbuch also reported meeting with City officials on what buses will be using Market Street when BART operates and when streetcars go underground. There was also discussion that bus routes on Mission Street may be shifted to Market Street and also mentioned that trolley wires will someday be removed from Market Street.

There was also a report on Hallidie Plaza and that Southern Station is now making two runs daily with its patrol wagon to remove any drunks or undesirables.

The matter of the Bay Bridge Sales, a pawnshop, moving to 948 Market Street was reported. This firm owned a building at Civic Center Plaza which was bought by the City to build the United Nations Plaza. Because of this City acquisition, the City advised there is an ordinance which makes this pawnshop moving to a new location automatic. Haag read the text of the ordinance and said perhaps the Board of Supervisors could be asked to eliminate the section. The pawnshop owner purchased the building to which he is moving. This is the building in which the More House group recently acquired and attempted without success to convert into a rooming house.

It was then commented that while nothing could be done to prevent re-location of this pawnshop that the economics of real estate would in the future control the removal of these type of business operations.

Averbuch reported that nine retail merchants from Denmark visited the F. W. Woolworth store and also asked to be shown the new Market Street. They were taken on a tour of the Powell Street Station of BART and also shown Hallidie Plaza.

Report on Committee Planning San Francisco - BART Opening Day Ceremonies

Mr. Haag reported the Committee is meeting regularly to work out plans. He said invitations had been processed for inviting the various heads of State. He said much of the costs will depend on which heads of State accept invitations. He also reported plans for a tavern to be located in Union Square and that all permits had been obtained. He then praised Francis J. Sitek for all the work Sitek has done as chairman of the finance committee.

Sitek then reported on work being done to obtain funds and said hopefully the budget would be between $125,000 to $150,000.

In response to questions it was reported the BART Opening is still firm for September.

Report on MSDP Finances

The annual financial audit distributed at the annual membership meeting was discussed. There was brief discussion and the finance report was accepted.

The matter of investing some of the cash balance of the MSDP in a savings account was discussed. It was agreed that Cynthia Wallis would confer with the secretary and treasurer on the best investment and the amount that could be invested.

There being no further business the meeting adjourned at 11:15 a.m.

Bernard Averbuch
Executive Director

Cynthia Wallis, Recorder

Meeting of the Planning Committee
of the Mayor's Committee for
San Francisco - BART Opening

May 8, 1973

MINUTES

The meeting convened at 9 a. m.

Attendants: Sid Haag (General Chairman), and Planning Committee members Jack Barron, Bob Begley, Roy Cooper, Jack Crowley, Jack Garling, Graham Kislingbury, Fran Sitek. Others: Marvin Cardoza (Grand Ball Committee), Hank Morris (Parade Committee), Becky Schettler (24th and Mission Station Committee), Kenny Scholl (Antique Union Square Committee), Dave Soblin(BART).

Mr. Haag presided in the absence of Mr. Cyril Magnin, Chairman of the Planning Committee.

Mr. Haag announced that President Nixon will not be able to attend the opening festival. He announced that Cyril Magnin has written Mr. John Richardson, Assistant Secretary of State and asked for help in inviting Vice President Agnew, Minister Trudeau of Canada, and President Echeverria of Mexico.

Meanwhile, an invitation has gone out to Governor Reagan from Mr. Haag and Mayor Alioto's office.

Mr. Sitek reported for the finance committee.

Jack Garling discussed the souvenir coins. He mentioned Mr. Haine's interest in these coins. An order for $10,000 has been placed at a cost of .50 per piece. It is hoped to retail these coins at $2.00 each. It was proposed to add .75 to the original cost of .50 and sell it to the retailers for $1.25. A profit of .75 per coin would go to the Planning Committee fund.

A discussion followed on the manner of distribution of the coins. This point has not yet been cleared up.

Mr. Haine will assume leadership of the coin distribution aspect. The coins should be available in about 10 weeks. Also, more can easily be available if the initial order is insufficient.

Mr. Cooper suggested tieing in theatres with the sale of the coins. He will check into this. Also suggested, was advertising in the form of a coupon to appear in the Commemorative Section of the newspapers, which will break a week before the opening festival. The airline offices might use the coins as give-aways.

Dave Soblin mentioned that BART will have a type of travel magazine which might advertise the coins.

Mr. Garling cautioned that the name of this coin should be distinct from that of the BART coin.

Dave Soblin suggested that all activities should be made as flexible as possible to forestall last-minute problems. He reiterated there would be no problem with a preview of BART, involving a 10-car train on opening date.

Mr. Barron stated that before going into operation, BART has to receive permission from the Public Utilities Commission. As far as the condition of Market Street is concerned, by opening date this should be in good shape.

Mr. Scholl presented a sketch of a log cabin, reminiscent of the old mining days. This would house the saloon at Union Square,

which would be named "BART Saloon." Mr. Scholl will also try to arrange for a steam beer installation which would be behind the bar section. This would require an old-time bartender, as the preparation and serving of steam beer differs from that of keg beer. Mr. Scholl also mentioned the need for signing and painting as well as electrical connections to Union Square. He will require half of Union Square at Post and Powell.

Mr. Kislingbury stated that a letter should be sent to the Recreation and Park Department, signed by Mr. Haag, reserving Union Square for the festivities. He also mentioned a Sacramento artist who has some wonderful murals of the gold rush period which he will display.

Mr. Morris referred to a letter he had addressed to the Planning Committee. Mr. Sitek mentioned in this connection that $10,000 had been earmarked for the Parade Committee.

Mention was made of the Elephant trains that will be used at Glen Park Station.

Dave Soblin again cautioned those planning activities on BART property to check first with BART regarding details.

The meeting adjourned at 10 a. m. It will reconvene right after the breakfast meeting with Mayor Alioto, at 7:30 a. m., Monday, May 21, 1973, at the TowneHouse.

San Francisco Chronicle ★★★★ Sat., Aug. 11, 1973

FIRST BART TRAIN IN S.F.

By Jerry Carroll

The first Bay Area Rapid Transit District train arrived in San Francisco from Oakland yesterday after a flawless speed through the new Transbay underwater tube.

It only took Gaines and 55 seconds at speeds up to 70 miles an hour to travel between the two cities.

That [illegible] through the dark, muddy tunnel now linking the two bay [illegible] dream ten years and $1.6 billion in the making.

"It was a good run, we were on it," BART [illegible] Stokes said matter-of-factly after [illegible] to a stop on the [illegible] railway.

"The ride was excellent, it was a very good ride," agreed BART board president William Coates. "It shows we're on the right track."

TRAIN

The five-car train with more than 50 BART officials, newsmen and technicians aboard traveled between the Seventh street station in Oakland and the Montgomery street station in San Francisco.

There was a ripple of applause when the train pulled into the empty Montgomery station as driver Dennis Mattos, 24, sounded the horn, Boop Boop.

"It's kinda historic," Mattos acknowledged. Computers in Oakland directed the train as he monitored controls in a small cab.

"I just sat there and watched the lights go by," he said.

Less than a minute after the train left the Oakland station, it whisked into the tunnel amid a general popping of ears because of a sharp change in air pressure.

BELOW

The two-track, concrete tube drops as low as 135 feet below the waters of the bay. Stokes said the trains might have to enter the tunnel more slowly to eliminate ear discomfort.

The noise of the aluminum train — [illegible] through the tunnel is loud enough to make you raise your voice to be heard, but is not offensive.

At the train's top speed, the lights in the tunnel [illegible] so quickly they look like tracer bullets streaking by.

BART officials, scarred by past optimism [illegible] originally had ventured the first ride would [illegible] only 25 miles an hour and [illegible] be subjected to stops and starts.

Stokes, yesterday refused to commit himself to a date when revenue service will begin between the East Bay and San Francisco.

"Sometime early next year," he said. BART director Richard Clark of Albany, however, said he thought "mid-summer" is a likelier guess.

"Once you start talking about dates, you're frozen in concrete," Stokes complained.

EXCEPTION

You can always count on someone or other asking some absurd question or other on occasions like this and yesterday was no exception.

"Is this the happiest day of your life?" someone with a microphone inquired. Stokes politely said it wasn't.

"There have been so many milestones piled on top of one another," said Stokes, who has been working on BART for the past 15 years.

San Francisco Supervisor Quentin Kopp, who has been the most unforgiving critic of BART shortcomings, admitted he was "exhilarated" by the ride.

"This will certainly renew the confidence of the public in the capability of BART," he said.

On the whistling trip back to Oakland, the conductor opened up the throttle and the train hurtled along at 70 miles an hour, trimming the transbay passage to five minutes.

It suddenly shot out the other side and the passengers were staring down on the dreary prospect of Oakland's industrial area, not made any prettier by the gray blanket of morning fog.

"The scenery was better when we were in the tube," someone remarked.

Playing To The Limelight

By HAROLD Y JONES
DCM Staff Writer

A basic fact of American politics is that you can't get elected in a vacuum.

Voters have to know who you are.

All right. With that as the background, I will now pass on to you the highlights of what was essentially a non-event.

What it was, was a quick little joyride through BART's trans-bay tunnel between Oakland West station and San Francisco's Montgomery Street station for 100 newspersons and BART officials on those spiffy new trains last Friday.

Wonderful, it was. Seven minutes one way, five minutes the other. Zip, zip. Top speed in mid-tunnel: 81 miles per hour. Everyone oohed and ahed.

Now, if they can just get the engineers to fix things so the trains won't bump into each other as they converge on the tunnel from the three East Bay lines, we'll be plugged into the system.

I don't know when that will be, and, in an effort to turn the non-event into a news event, I asked several officials. They don't know, either. So much for that.

That leaves only American politics for me to write about, as I suggested at the outset.

Among the passengers was General Manager Bill Stokes, pipe clamped firmly in his mouth — solid and serene. And some of BART's board of directors, including William Chester, president, James P. Docherty, Richard Clark and our own Quentin Kopp.

If you do not recall, I would remind your mind on one point — some of the directors do not like Bill Stokes. They blame him, I suppose because BART is four years late in getting to [illegible]. Among them is Kopp.

We all piled out of the train at Montgomery Street station and it was clearly Interview the Big Wheels Time. (else why did they invite us?).

Everybody wanted to talk to Bill Stokes.

The reporters pressed in on him. The TV guys flicked on their glaring lights, the radio guys jabbed the mikes, and us newspaper guys got jostled all the way out to the curb.

Right next to me, there on the fringes, was Quentin Kopp, tall, alert — and thoroughly annoyed that not one TV newsman was asking him anything.

He glared at Stokes. Then his eyes danced around, assessing the situation. What to do?

His first move was to elbow his way into the limelight. But the reporters perversely would not step aside. Kopp reassessed the situation.

Mr. Chester was also on the fringes, trying in vain to reach the limelight. Kopp saw his chance. He grabbed Chester's arm and shouted "make way for Mr. Chester."

It worked. But, alas, only for Mr. Chester. Once he had penetrated the mob, the hole that had been formed sealed again, like one of those puncture-proof gas tanks.

Kopp reassessed the situation.

Kopp was about to try a head-on assault through the press when a lone TV guy who had somehow missed crowding in on Stokes rescued him.

Lights on, mike open. What did you think of the ride, Mr. Kopp? Wonderful. Pity it's four years late. Pity fares will be high. Etc, etc. Crisp, sharp answers.

The interview ended. But Stokes was still at it, getting all that wonderful exposure from four channels — and he isn't even a candidate for anything.

In American politics, you need exposure, and it was clear that Kopp had not gotten his share.

It was equally clear that Stokes will continue to have trouble from certain members of the board of directors.

Stop-Gap Plan for BART

A 'Loop' Into S.F. Proposed

By Michael Harris

Jack M. Barron, project manager of the San Francisco Transit Task Force, offered BART's makeshift plan yesterday under which it might start service to the city by the September 11 transit strike date.

The plan — which Barron said is used with the assumption that the transit strike ends fairly soon — would not do for a long-range solution to BART's problems, Barron acknowledged.

But it would serve as a stop-gap, Barron told a committee of BART directors, until the transit system's complicated automatic switching system wins approval from the State Public Utilities Commission.

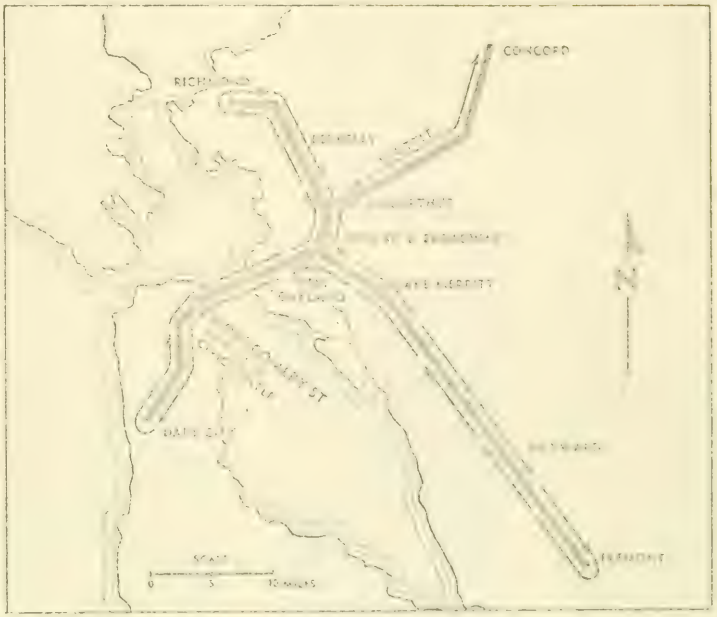
Barron reported that Mayor Joseph L. Alioto had urged him to come up with something BART could use to bring service to the city this fall.

LOOP

Last week, Barron said, the solution suddenly came to him. The answer, he said, would be a 112-mile loop.

Each train in the loop would make the following three-stage trip:

- The train would start in Fremont and proceed through Hayward to San Francisco and Daly City.
- Then the train would go back through San Francisco and the transbay tube to downtown Oakland, Berkeley and Richmond.
- Finally the loop would be closed, with the train going south from Richmond through Berkeley, Oakland and Hayward to Fremont.



The proposed loop would run from Fremont to San Francisco and Daly City, from there to Richmond, and back to Fremont; the four Oakland stations marked with solid squares would be transfer points, and a shuttle line would run between MacArthur station and Concord

Passengers using the Concord line would continue to get shuttle service between MacArthur station and central Contra Costa county. They would transfer to the loop line at MacArthur.

The arrangement would permit BART to operate without using the still-to-be-perfected network of switches where lines converge in downtown Oakland.

TRANSFER

Even though some trains might not go precisely where the passengers wanted them to, Barron said, a traveler would be able to make a transfer to get to a train for his destination.

For example, a passenger commuting from Hayward to San Francisco would get a direct ride to the city in the morning. In the after-

Muni's 'Problem'

He Even Prints His Own Schedules for the Riders

By Dean McAllister

Richard Morley isn't happy to be named "Muni Man of the Month." Except, perhaps, in the hearts of San Francisco's streetcar and bus riders.

Morley, an 8-year operator for four years, is the man who rattles the cage of Muni's leaders by timetables and passes them out to riders. So far, he has spent more than $200 of his own money for the printing and passed out 5,000 schedules.

The schedules cover the N-Judah streetcar line, N-Judah bus line, No. 6-Parnassus trolley bus line, J-Church streetcar line, 11-Hoffman bus line and 33-Ashbury trolley coach line.

SUBPOENA

A tall, articulate, soft-spoken individual, Morley says he is performing a much-needed public service. The Muni, he says, is the only major city transportation system in the country without official timetables.

The fact that there are no timetables, he says, is a cover-up for poor service.

"How can you complain if you have no basis of comparison—if you don't know what time the streetcar should have been there in the first place," he suggested.

A spokesman for the PUC said yesterday that no schedules have been printed in the past several years because of lack of money. He said the information budget, from which the printing money comes, was only $20,000 for the past fiscal year.

He said schedules are now being printed, out of a much enlarged information budget of $213,000.

"We intend to have printed [illegible] for the riders in about the next six months," the spokesman said. "We have to cover all the lines within a year."

In an initial surprise, there are some problems between Morley and the Muni management.

The situation sort of reached the traumatic stage yesterday when Morley had to appear for a disciplinary hearing to see whether he should be fired from his $900-a-month job.

James J. Finn, the Public Utilities Commission director of transportation, conducted the 1½-hour hearing.

He closed the hearing to the public and said a judge had already ruled that a disciplinary hearing at this level was a private "personnel matter."

Finn also contended that the matter of Morley's schedule printing had nothing whatsoever to do with the disciplinary matter.

CHARGES

He said there were only two specific charges to be considered: Morley was insubordinate by deliberately turning his street car around without permission, last July 12. And he had excessive absenteeism in that he has missed 52 working days in 1972 and 1973.

A PUC spokesman yesterday told that Morley was coming down Market street, toward the Ferry building, when he turned his car around at 11th and Market. He turned into 11th, pulled a switch, and then headed back up Market toward Twin Peaks.

This is not standard operating procedure.

Before the hearing, Morley said he [illegible] and absenteeism charges were only an "excuse."

"They are after me because I have publicly embarrassed the Muni and the PUC," Morley said.

TURN-AROUND

Morley said he turned his car around on 11th because [illegible] end of the [illegible] said. "There aren't enough streetcars [illegible] directions. Too many people were waiting on platforms and [illegible] the cars."

Morley acknowledged that he should not have turned his car around without permission, but [illegible] equally to Muni supervisors. The handbook calls for supervisors to have cars around in that type of situation.

"I have complained to the transit service [illegible] about the cars being improperly spaced, but he has a personal vendetta against me," Morley said. "He has called me a Communist and also called me obscene names."

COMMENT

After the hearing, Morley said he was not permitted to even discuss the matter of his printing schedules.

Paul Clark from the Transport Workers Union, who was representing Morley, said he thought the 52 days absenteeism charge might be dropped.

"He has doctor's certificates for those days," Clark said.

Finn, after the hearing, said he had seven days in which to issue a decision as to whether Morley will be fired, suspended or reinstated.

Morley is continuing to operate his streetcar on the J-Church line, but his schedules are all gone, so you may have to wait

BART Testing S. F. Lines

BART is checking its equipment and computer operation on the San Francisco side of the bay and will be continuing the phase of testing for two weeks. This two-car train had just left the Daly City station yesterday and was headed into San Francisco on a route parallel to Highway 280. Passenger service in San Francisco is currently scheduled to begin in the fall, between October 15 and November 5. In this photo, the train was approaching San Jose avenue.

Sudsy Sculpture

The Vaillancourt Fountain in Embarcadero Plaza was due for its regular cleaning — but not the way it turned out yesterday. It seems some prankster dumped detergent into the water overnight, turning the controversial fountain into an instant washing machine. The fountain's pumps were shut down, the water was drained, and clear water should be flowing through the fountain-sculpture again in a few days, said a Recreation and Park Department spokesman.

Make It Three

MAYOR ALIOTO says San Francisco will have two BART celebrations, one when BART begins local service, the second when full regional service starts. Let's make it three, the third and biggest to come when one can drive the length of Market Street without seeing or hearing a jackhammer tipping at the street pavement.

* * *

SOUR TRANSIT'S GLORIOUS REVIVEY: The celebration of the mid-beginning of BART service to S.F. — a "Festival," if you will, set for Sept. 16 at — Alioto Space, Sept. 19, for instance, will bring us a ceremony involving a real "Bloody Arrow the Boy" during which Mayor Alioto and Mayor Tony [illegible] mona of Daly City [illegible] the old horsehoof "Eureka" under [illegible], will meet the 17 East Bay Mayors somewhere above the BART tube in mid-Bay. The East Bay contingent will be on the ancient Alioto one-dime toy scow, which at least can sail under her own power, when they meet -- hopefully not head-on in heavy fog — Mr. Alioto will toss an invitation to join in the first subway ride Sept. 22 via the single train that will have to be hand-cranked through the tube . . . Well, that beats a cable car on a flatbed truck, I guess.

* * *

Practical

Editor — Esthetics aside, two practical favorable considerations come to mind in regard to reproduction of the Trevi fountain at a Market street BART station:

First, people would throw money in the fountain, providing a source of revenue which the city could use to pay the costs of operating BART to the extent that they exceed the originally estimated operating costs.

Second, as with the Trevi fountain in Rome, tourists tossing a coin in the fountain would return to San Francisco and help fill all the hotel rooms being built.

Avanti!

SIMON A. GREENBERG.
San Francisco.

Caught in a Classic Cable Car Caper

By Baron Muller

The tourists waiting for the cable car at Hyde and Beach Streets thought he was such a nice young man.

There he stood in his Mao cap, uniform coat, wearing an official badge and issuing chants out of his official coin changer.

Just ask him any question, and he'd respond politely and with authority — and of course if they weren't [illegible]

— there's a cable car coming.

The police young man immediately looked out of the area, and that's when the tourists learned they'd left an extra quarter in San Francisco.

The gag was plenty as a drunkard's promise.

Happy Ending

But this is San Francisco, so the story has a happy ending of sorts.

The police young man acquired an iconic cars of the precinct and moved his vehicle to the other cable car turnaround at Hay and Taylor on Fisherman's Wharf.

Earlier Sentence

The San Francisco Police, by now aware of the fraud, sent a second car and arrested Marcelle Vredenburg, 21, transfers in hand. He was brought to the station where fraud inspector Sal Rapone [illegible] ists that should have tipped them off.

Accept Offer

But being trusting and [illegible] loving San Francisco, they enthusiastically accepted his offer to take their fares in advance.

He must have sold between 40 and 50 of the [illegible] vance fare before — [illegible]

—San Francisco Examiner

[illegible] experienced a sharp case of deja vu.

Vredenburg was given a five-day [illegible] for selling phony cable car fares, this time at Powell and Market. He also had been cited at the end to knock it off.

As a result, Rapone [illegible] the beat at 6:00, during [illegible] him was a couple of [illegible] people's party [illegible] with a [illegible] representing himself as a Mual [illegible] and resisting arrest.

Rapone said that the [illegible] time Vredenburg was arrested he said regarding the uniform was a lesson he just went to the Mint car barn and started trying on uniforms until he found a coat and hat that fit. That's also where he got the coin changer and the transfers.

The operation's stopped so tourists can breathe easy now — unless someone tries to sell them a cable car.

Mob Scene

Editor — It's incredible that the city does nothing to control the unruly crowds storming the cable cars daily at Powell and Market. Tiny tots are crushed, the cable men are frustrated and many tourists must surely go home with very bad advice for their neighbors.

At present only one of the two or three waiting cars is loaded at a time. The ideal solution would be to permit boarding on all standing cars. The only changes needed would be a stronger turntable to bear the weight of car and an underground motor to revolve the turntable.

EDGAR WATSON.
San Francisco.

Meatjack? Not a Beef Over Parking

Nobody was very much surprised this morning when a meat company truck containing 30 to 40 pounds of beef disappeared from in front of a restaurant near First and Market Streets.

A hijacking, of course!

Police were called, a description of the loot was broadcast and an all-out investigation was begun.

But just then it was found — parked around a corner and out of sight of the spot where it vanished, in front of the Beef House at 55 Stevenson St. Not a pound of meat was missing.

Vincent Stempien, the restaurant owner, said — and the quote is verbatim — that there had been a "long-standing beef" between crews of two construction firms in the area over parking places. He said apparently someone from one of the crews objected to the meat truck's presence and moved it while the driver, Bernie Prussing, was inside the restaurant.

'Let's see plans for UN plaza'

To the Editor: 15 Aug 73

The monstrosity sometimes referred to as a fountain which presently occupies space at Embarcadero Center may not for long be the outstanding blunder of Market Street. Another environmental and artistic atrocity of great magnitude is being considered for the United Nations Plaza next to the BART station adjacent to Civic Center. A fountain described as "three sets of granite with swirling water" is to be the focal center. A fountain should be beautiful and impressive. Something to uplift the spirits and add joy and beauty to the cityscape.

We urge those who have not the time to inquire their representative at city hall to publicize plans for this space which will occupy such a vital area so that public opinion may be expressed. We must not be burdened with another project such as the painted Vaillancourt Fountain or the graceless and unfriendly buildings in the Plaza.

With the talent, materials and technology available there is no excuse for anything less than excellent. A landmark of which we may be proud, not a source of continuing and galling embarrassment. We hope citizen groups and individuals will speak up.

ALBERT MEAKIN
Citizens Planning Committee

To the Editor:

Re the proposed fountain to be erected in the United Nations Plaza:

While I am not opposed to innovative or exploratory expressions of art, I do think this fountain, focusing as it will on the City Hall, should reflect in some degree the prevailing architecural styles of the buildings around Civic Center.

A creative interpretation in the Renaissance style, if not an actual copy of one of the fountains of proven design, abounding in Paris or Rome would be more appropriate in this sensitive location than any avant-garde concept however meritorious in itself.

At any rate I hope the views of the public are considered before official approval is implemented.

PEGGY O'NEILL

'Gentlemen, I envision a great transportation system . . .'

All the way to the stars?

Over the weekend the San Francisco Junior Chamber of Commerce revealed plans to study the feasibility, cost and impact of a new cable car line for Grant Ave. from Market St. to Coit Tower.

A new cable car line, said Stephen Weicker of the Junior Chamber, would promote business, stimulate tourism and enhance the image of a City where the "past, present and future are blended together."

This year, the hundredth anniversary of the birth of the cable car, it is entirely appropriate for San Francisco to honor the little cars for the service they have rendered so long for so many. But by building a new cable car line . . .?

...lan for New Cable Car Line

...l new cable car ... Grant avenue, from ...rket street to Coit Tower, ...l be under study soon by ... San Francisco Junior ...mber of Commerce, it ...s announced yesterday.

...s part of the study, the ...ban Environment Com...tee of the Junior Cham... will conduct a series of ...n forums on cost, tour..., traffic and the impact ... neighborhoods and busi...ses.

...he first study session will ...scheduled late this month ... early in September, a ...kesman said.

The Junior Chamber ...s the proposed new cable ... line will promote busi...s, tourism and the image ... San Francisco as a city ...re the past, present and ...ure are blended togeth...' the spokesman said.

...ersons interested in com...nting on or working on ...ly may contact the ... Chamber at 398-0444.

noon, he would take the Richmond-bound train to Oakland, where he would transfer to a southbound train for Hayward.

The trains themselves would operate much as they did in the East Bay before the strike began.

In other words, supervisors as they approached the BART system would telephone ahead the line to learn whether the track was clear before giving permission to the train operator to proceed to the next station.

LIMITATIONS

Barron admitted that the system had its limitations.

"BART could accommodate only about 5000 commuters an hour between San Francisco and the East Bay — 2800 seated and about 2200 standing," he said.

"About 15,000 commuters now use public transportation across the Bay Bridge in the peak hour. That means bus service would have to continue.

"In non-commute hours, BART would be able to provide a good level of service."

REPORT

Director William M. Reedy of San Francisco, chairman of the engineering committee of the Bay Area Rapid Transit District, showed some interest in the plan. He asked BART's staff to come in with a full report.

Though there was no management comment at the meeting on Barron's plan — except for an agreement to study the idea — it was clear that the BART staff had reservations about the proposal.

The chief objections appear to be:

• Some BART officials believe the system is on the verge of solving its automatic switching and train control problems. Rather than put the San Francisco line into limited service at first they would rather work out the testing program and go into full operation when they finally get to the city.

• There are concerns that the transbay service under the Barron proposal — because of the need to clear each train through the tube by pocket — would be too infrequent to carry the passenger load.

• The plan to have passengers transfer during the rush hour onto crowded station platforms and even more heavily crowded trains may prove uncomfortable and perhaps unworkable.

This is how the proposed loop service would operate:

Fremont and Hayward to San Francisco — Direct service.

Richmond, Berkeley and downtown Oakland to San Francisco — Southbound train to Lake Merritt station. Transfer at Lake Merritt to San Francisco train.

Concord and Walnut Creek to San Francisco — Shuttle train to MacArthur station. Transfer at MacArthur to southbound train. Transfer a second time at Lake Merritt station to San Francisco train.

San Francisco to Hayward and Fremont — Eastbound train to 19th Street, Oakland. Transfer at that street to Fremont train.

San Francisco to downtown Oakland, Berkeley and Richmond — Direct service.

San Francisco to Walnut Creek and Concord — Richmond train to MacArthur station. Transfer to Concord line.

BART
BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone (415) 465-4100

P-59
FRIDAY, AUGUST 10, 1973

DAVID H. KELSEY
DIRECTOR OF PUBLIC INFORMATION

FOR IMMEDIATE RELEASE

AMIDST THE EXCITEMENT AND JUBILATION OVER BART'S HISTORIC FIRST TRAIN RIDE UNDER AUTOMATIC CONTROL THROUGH THE TRANS-BAY TUBE FROM OAKLAND TO SAN FRANCISCO, BART UNKNOWINGLY CARRIED ITS FIRST OFFICIAL TRANSBAY COMMUTER.

AL HART, A STAFF ANNOUNCER WITH A SAN FRANCISCO RADIO STATION, WHO LIVES IN MONTCLAIR, DECIDED TO HOOK A RIDE ON THE INAUGURAL TRIP MERELY TO GET TO WORK, ALTHOUGH HE WAS NOT OFFICIALLY COVERING THE EVENT. AFTER HIS WIFE DROPPED HIM OFF AT THE OAKLAND WEST STATION AT 8:30 HART BOARDED THE TRAIN AND TOOK A SEAT IN THE BACK WHERE HE QUIETLY OBSERVED THE EXCITEMENT OF THE IMPENDING RIDE BEGIN TO MOUNT AMONG HIS MANY COLLEAGUES, OFFICIALS AND DIGNITARIES.

A FEW MINUTES LATER WHEN THE TRAIN PULLED INTO THE MONTGOMERY STREET STATION HART, WITH BROWN LUNCH SACK IN HAND, GOT OFF, WENT UP TO THE STREET AND WALKED THE FEW BLOCKS TO WORK.

"IT WAS ABSOLUTELY FANTASTIC," HART SAID. "THE RIDE WAS FLAWLESS IN EVERY RESPECT. I ONLY WISH I WERE ABLE TO TAKE THAT RIDE EVERY DAY BEGINNING NOW."

THE TRIP TIME FROM THE OAKLAND WEST STATION, THE LAST STATION ON THE LINE BEFORE HEADING WEST THROUGH THE TRANSBAY TUBE, TO THE MONTGOMERY STREET STATION IN SAN FRANCISCO TOOK FIVE AND A HALF MINUTES. THE THREE CAR TRAIN, OPERATING UNDER AUTOMATIC CONTROL,

-MORE-

TRAVELED WEST AT ABOUT 70 MILES AN HOUR. THE RETURN TRIP WAS EVEN FASTER, TAKING ABOUT FIVE MINUTES AT A SUSTAINED SPEED OF 80 MILES AN HOUR. THE LENGTH OF THE TRIP ONE WAY WAS SIX MILES.

COMPLETED IN 1969, THE TRANSBAY TUBE STRETCHES 3.6 MILES UNDERNEATH THE SAN FRANCISCO BAY AND CONSISTS OF 57 PRE-FABRICATED SECTIONS. THE SECTIONS VARY IN LENGTH FROM 315 TO 350 FEET, ARE 48 FEET WIDE AND 24 FEET HIGH.

WHEN FULLY OPERATIONAL THE BART RIDE FROM DOWNTOWN OAKLAND TO DOWNTOWN SAN FRANCISCO WILL TAKE 9 MINUTES AND COST 55 CENTS.

# # #

Fountains In The City

By Frank Korvitt

San Francisco, like Rome, is a city of fountains. Scattered here and there across The City, some are gigantic, impressive; others are small, serene.

And, from the simplest fountain, where moving water is a form of kinetic sculpture in itself, to the most complex, where sculpture of metal and stone is interwoven with spouting, flowing, falling water, each has its own message.

But in each case the message is auditory as well as visual — buffering, baffling, and bouncing sounds creating their own space.

And, inevitably, from among the wide variety and choice available, we all have our favorites. Here are mine: twenty-seven fountains, scattered from Lincoln Park to The Embarcadero; twenty-seven places to stop and look, and listen.

Standing out in the courtyard of the new Hyatt Regency Hotel at Market and Drumm Streets is the 30-foot-high metallic sculpture, *Eclipse*. Designed by architect sculptor Charles Perry, it weighs eight tons, is composed of two and a half miles of gold anodized aluminum tubing and contains 1,440 pieces of the metal. It stands in a square pool of running water which runs off the sides in glass-like sheets.

Across from the Ferry building in the Embarcadero Plaza — now called M. Justin Herman Park — is the controversial thirty-foot-high fountain designed by Armand Vaillancourt of Montreal. Each day, from 8 a.m. to 10 p.m., it gushes forth torrents of water, re-using up to 30,000 gallons each minute. From its huge, rectangular casings, water spouts, tumbles and cascades. It seeps, oozes and spills from walls into bordering pools below. Stepping stones lead into and behind the waterfalls, and two balconies allow an overview.

Three and one half blocks inland is *Two Columns with Wedge*, by Swiss sculptor Willi Gutmann. This massive eight-story stainless steel sculpture, set in the open lobby court of the Security Pacific Building, is a part of the Embarcadero Center complex at Sacramento and Battery Streets. Water jets are located under the wedge, allowing an ebullient spray to envelop the wedge and the column bases set in a small pool.

A foot bridge leads across Clay Street north to Waterfall Plaza, where the Hemispheric Fountain, designed by Australian architect Robert Woodward, deliriously spins thin lines of water out of its fine brass tubing. The sound, equally sheer, seems like a high-pitched whistle.

Foot bridges over Washington and Jackson streets lead north to Sidney G. Walton Square, a perfectly maintained public park and the site of the *Fountain of the Four Seasons*, by French sculptor Francois Stahly. Water splashes down onto irregularly spaced Italian granite stones from the top of four sculptured bronze columns, the tallest about twenty-five feet high. While whipped by the wind the water creates vibrant colors and sweet musical notes.

Three blocks from the Embarcadero, on Davis Street between Market and Mission Streets, is the [illegible] high and [illegible] Waterfall Fountain. Pacific Gas and Electric Company engineers designed it to fit in the plaza between their new tower office building and the older [illegible] Building. Framed by rough granite, water spills over serrated weirs and exposed aggregate — in sound and appearance not unlike a waterfall in the High Sierra.

A block north of Market Street, at California and Davis Streets, the West Coast Life Plaza boasts a quiet but massive single columned outpouring designed by Michael Painter and Associates. With the force of a six-inch fire hydrant, the water rises to splash and tumble down onto brilliant blue Norwegian tiles.

In the Crown Zellerbach Plaza, at Sansome and Bush Streets, is a bronze fountain created by Big Sur artist David Tolerton. For the past thirteen years its boomerang-like shapes have acted as foils for the vigorously churning spray.

In the A. P. Giannini Plaza, at Kearny and California Streets, is a low profile, square granite fountain fronting the Bank of America World Headquarters. Rapidly flowing, almost soundless water emerges from the center of the slab, pouring over the four sides in glassy, curtain-like falls. Conceived as a joint effort by Lawrence Halprin and Associates, Wurster, Bernardi and Emmons and Skidmore, Owings and Merrill, the fountain acts as a wet and shimmering counter to the dry monolithic sculpture in

black granite by Japanese artist Masayuki Nagare at the western end of the plaza.

⑭ Three blocks west, at California and Powell Streets, is the newly refurbished Stanford Court Hotel. In the courtyard, a three-tiered fountain of bronze-coated cast iron bubbles cheerfully, echoing quietly against the brilliant, multi-colored stained glass dome. The fountain itself is of Italian origin, designer unknown.

⑮ Across the street and up a block, in the Fairmont Hotel at California and Mason Streets, is the *Pavilion Fountain* (at lobby level). Designed by Lawrence Halprin and Associates, it is most dramatic at night when both jet streams and colored lights change pattern. Jets turn down, rest, then return in new hues and with new sounds.

⑯ In the next block west, in Huntington Park at California and Taylor Streets, is a copy of the *Fontana delle Tartarughe* (Fountain of the Turtles), a famous Roman Fountain. The original, completed in 1585, was the design of Giacomo della Porta, although Taddeo di Leonardo Landini sculptured the four youthful nude nudes resting against the marble bowl and stem. The fountain was presented to The City by the Crocker family. The turtles that once climbed the rim have disappeared, but water in tinkling streams still issues from the mouths of cherubs and fish, and splashes into the ornate receptacles below.

⑰ On the east lawn of the park, near the California Street entrance, is *Dancing Sprites*, a bronze created by Henri Leon Greber for his native city of Beauvais, France. Given to The City by Mrs. James L. Flood, it depicts three nude children dancing in a circle, as three streams of water splash onto them from the center, adding additional motion and life to the figures.

⑱ The cylinder-shaped fountain at Stockton and Sutter, just down from the Hyatt Hotel on Union Square, was designed by San Francisco's Ruth Asawa. It is covered with intricate carvings depicting the history of The City.

⑲ Just above Aquatic Park, on North Point between Polk and Larkin Streets, is Ghirardelli Square, the site of *Andrea*, a lively bronze fountain sculpture by Ruth Asawa. Water surges up from between two mermaids, splashes onto lilypads and washes over swimming turtles. Spouting froglets add to the clamor.

⑳ The *Rose Court Fountain*, also in Ghirardelli Square, is set against a wall formed by the stairs leading to Beach Street. A small trickle of water drips over mossy concrete boxes in this small, serene fountain created by Lawrence Halprin and Associates.

㉑ One block west on North Point Street in front of the semi-circular Fontana Apart-

continued

ments, a low bridge spans a cobblestone pool containing seven evenly-spaced, swirling jets. The ordered, symmetrical fountain was designed by the building's architects, Hammersburg and Lowman.

㉒ Another fountain sculpture by Ruth Asawa is in the indoor lobby-court of the Fox Plaza Building at Market and Polk Streets. Many slender bronze tubes form a central stem, arch, and separate at the top to overhang a circular basin of marble tile. Tiny streams of water continue the linear pattern of the reeding pipes. While fragile in appearance, the fountain is loud and lively in full flow.

㉓ It is a short two blocks to the Civic Center and the pool and fountain there, designed by Skidmore, Owings and Merrill as part of a group effort in the re-design of the Civic Center. A dominating jet spouts at one end of a large, three-sectioned, rectangular pool and spills over two small waterfalls. Rippling and obstreperous near City Hall, the water is almost calm at the far end.

㉔ One block south, twin fountains spray exuberantly in front of the Federal Building on Golden Gate Avenue, between Polk and Larkin Streets. They were designed by the building's architects, a group effort of John Carl Warnecke and Associates, Stone, Marraccini and Patterson, Albert F. Roller Associates and Blanchard and Maher.

㉕ On Sacramento Street, one-half block east of Fillmore Street, in front of the John F. Kennedy Towers, is the *John F. Kennedy Memorial Fountain*. This small, ring-jet fountain was designed by John S. Bolles and Associates.

㉖ Further west, in the center of Golden Gate Park's Music Concourse, is the *Rideout Memorial Fountain*, in which a granite tiger struggles with an entwined serpent. Commissioned by Corinne Rideout, it was carved by M. Earl Cummings and installed in 1924. Flanking the fountain are two smaller ones, both given to The City by Charles Page in 1912. Shut down temporarily over the rainy season for repairs, water curtains rise and arch gracefully, falling with a sound like gentle rain when the fountains are running. After being out of operation for some fifteen years, these fountains, with the help of federal funds, were refurbished and re-dedicated in October, 1971. Appropriately, the cere-

from grand opera.

Just a short distance away is the only fountain on the list that you might have to pay to enjoy. Robert B. Howard's, cast black granite *Fountain of Whales* stands in the court of the California Academy of Sciences. (Admission to the Academy is fifty cents for adults and twenty-five cents for children, except for the first Monday of each month which is free.) Originally commissioned for the San Francisco Building of the 1939 Golden Gate International Exposition on Treasure Island, the sculpture was installed at the Academy in 1957. At random intervals water spray suddenly and unexpectedly envelops the whales and just as suddenly stops. A windometer control device answers the wish of the sculptor to keep the whales wet and the onlookers dry. The lively sound is a recurring surprise and delight to visitors.

On the other side of the Music Concourse, inside the M. H. de Young Memorial Museum in the Adrian Gruttie Court, Alice Yuill Thornton's low-profile fountain of Belgian black marble buries gently.

Also in the de Young, the Elizabethan Room overlooks the Roscoe and Margaret Oakes Garden Court. From the corner windows it is possible to hear the muted bubbling of a fountain and look out upon four cherubic figure groups, each set at a corner of a rectangular pool. Attributed to Seventeenth Century French sculptor Francois Lespongola, these bronze copies were cast in France, sent to The City for the California Mid-Winter Fair of 1894 and installed in their present location in 1955.

Also in Golden Gate Park, the *Central Fountain* within the Strybing Arboretum and Botanical Gardens was designed by Robert Tetlow as part of phase two of the garden development, completed in 1963. From a circular base, a single jet of water rises nearly twenty feet in the air; its splash can be heard hundreds of feet away.

The fountain opposite the entrance to the California Palace of the Legion of Honor in Lincoln Park, designed by William Dietz of the Department of Public Works, was renovated in 1958. A center drum was added, replacing the single jet of the earlier design. Considering its size, the fine spray seems exceptionally quiet. □

Guy Wright

The splash of life

Today let's talk about something not mentioned. As you've gathered from Chronicle letters, columns and editorials, fountains continue a lot of splash in the City.

For instance, the fountain proposed by the Art Commission for the Embarcadero, overlooking a busy city road, definitely speaking, was the worst.

Then the water ring in Hallidie Plaza, Ghirardelli Square and now are making a comeback.

Under the weather conditions in Chicago or the Twin Cities, you are certainly not a fool if passing pedestrians smash the windows. Both Saarinen and Skidmore, Owings & Merrill are represented on the staff of the Chicago Art Institute.

If a fountain is worth a thousand words, what is the value of the fountain at Lake Merritt in Oakland?

Don't stop to look, though, if you are hurrying to an appointment. That fountain can be guilty of entanglement.

In the Hyatt Regency on Union Square there's another magnificent fountain, this one the work of Charles Perry. The water is a glassy blue and barely moving. The sense of motion comes from a sculpture of aluminum sculptors. It's made of the golden tubing formed into intricate interlocking circles, like the traceries of spaced things in orbit.

The Perry fountain is fast becoming one of the most photographed fountains in the country.

To the fanciful imagination, Robert Woodward's fountain in Maritime Plaza looks like a peacock sculpted in spray, and there are enough other good new fountains around town to revive hope.

The reason why the Hyatt fountain or Ghirardelli Square and the Hallidie Plaza fountain are so successful is that the artists were not hamstrung by committees.

Committees, our least successful fountains and those that are most expensive to the taxpayers, rule.

Consequently, the artists proposed bad ideas to please the committees, which in turn, pleased the public, which approved the committee, which produced more bad ideas to please the public, which approved the committee, which produced more bad ideas to please the committee, which produced more bad ideas to please the public, which approved the committee, which produced more bad ideas to please the committee, which produced more bad ideas to please the public, which approved the committee, which produced more bad ideas to please the committee, which produced more bad ideas to please the public, which approved the committee, which produced more bad ideas to please the committee, which produced more bad ideas to please the public, which approved the committee, which produced more bad ideas to blight Civic Center Plaza. But the committee's game of the moment was Vallombrosa Fountain. The last time I saw Mr. Sauer Vallombrosa was mad at. But he could be receiving asylum treatment.

Like with a public library, you can't please all the people all the time. I have fun with it, and it still looks like leaking sewer pipes left over from a demolition project.

The last time Vallombrosa's fitting was discussed the Board left luck to the fine conservatives that couldn't like to pay on it. When I was a child my favorite place to play was the boys' room, but that didn't make it a work of art.

It's reassuring to see that we have in our midst people who can create a successful fountain. Besides Ira Hirsh [illegible] Mary Ann Hopkins is the delightful mermaid fountain in Ghirardelli Square and the fountain in the Fox Plaza lobby.

Ironically, she is also a member of the Art Commission, and there are others on it with talent. But somehow it is a collective disappointment, perhaps for the same reason that a committee never write a great novel.

Now, however, our luck has changed. But from the private patron, that crazy fellow who doesn't know anything about art but knows what he likes, there is new hope.

By RUSS CONE
City Hall Writer

The monumental Vaillancourt sculpture, an arrangement of corroded, rectangular, concrete jackstraws spewing 20,000 gallons of water a minute, may be "the tail end of a period of minimum sculpture."

But the $200,000 task of constructing it at the north end of Ferry Park at the foot of Market Street will now proceed on schedule, free of City Hall red tape and heedless of an impressive body of public opposition.

Artists may quarrel on down the generations over the merits of Canadian sculptor Armand Vaillancourt's design.

Some may agree with sculptress Ruth Asawa's opinion, expressed to the Board of Supervisors' Cultural Activities Committee yesterday, that the design marks the end of a fleeting era of simplistic concepts.

PATH CLEAR

Others may side with landscape architect Lawrence Halprin, architects John Ritchie and Mario Ciampi and Redevelopment Director M. Justin Herman that it will evolve as "one of the greatest urban designs of the world."

But the Cultural Activities Committee, led by Supervisor legislator Robert Gonzales, decided not to interfere with its construction.

Supervisor William C. Blake, supported by letters from hundreds of residents who dislike the design, declared, "It's lousy."

He urged the committee to pass out a resolution encouraging Mayor Alioto to step in and stop his Redevelopment Agency from building it.

Blake said the Mayor should engage a fresh panel of art experts to select some new design with more widespread public appeal.

Blake's bombast, such blunt remarks as "I don't know what his abilities (Vaillancourt's) are. I ain't heard that I see. And it's lousy. Architecture in San Francisco stinks," drew frequent applause from spectators.

VOTE POWER

When Gonzales remarked that he believes Alioto admires the Vaillancourt work, Blake said, "The Mayor likes it, you say? Well, then we're stuck. I guess he'll have to face those thousands of voters who don't like it."

Blake's adherents, strangely, came from elements of the community seldom touched by the sort of repair and real estate operations

There was not even Miss Asawa, the sculptor member of the Art Commission, but artist Albert Mealin, chairman of the Citizens Planning Committee. Marguerite Cone, president of the Society of Western Artists and Presbyterian tanned photographer Imogene Cunningham.

Mrs. Cunningham, [illegible] a certain "Peace" [illegible] and Uzbekian cap, told the supervisors, "I have no faith in public appraisal of such things. The public is almost always wrong. But just now, I happen to be a member of that public.

ANOTHER SITE?

The 86 year old photographer, whose work is currently displayed at the Smithsonian Institution, said smiling, "Perhaps to be fair to the artist, we could put it in some other part of town."

Mrs. Cone declared, "Almost 100 percent of our [illegible] members are against this fountain. If it doesn't say it's beautiful to most people — it isn't beautiful."

The [illegible] plenty of company with [illegible] that "I'm not against a modern sculpture, but I happen to think this design [illegible]."

Perhaps the most compelling argument, however, was a scathing opinion from City Attorney Thomas M. O'Connor. He [illegible] committee against interference with projects in the Art and Recreation Part [illegible] which would violate the Charter.

Foes Lose; City Will Build 'Tail Fountain'

S.F. Examiner—Page 27
☆ Fri., Jan. 14, 1972

A Fountain of Simple Charm

By Alexander Frind

San Francisco, in its controversial watery Valley-court construction at the Embarcadero Plaza, has one of the most eccentric, complicated modern fountains in the world.

Now in total contrast, it also possesses, plainly in the public eye, a fountain that is the last word in simplicity, and it is a beauty.

It adorns the broad, wide-open and roofless atrium or courtyard at 77 Beale St., which is the official entry to both the new and old Pacific Gas and Electric buildings between Market and Mission streets.

Anyone who passes it, on one side of the street or the other, can see it clearly and whole — 40 feet wide and the height of three basketball players, which is to say, 20 feet tall.

Designed as part of the new PG&E building's architecture by Hertzka and Knowles, the fountain is a simple, flat, vertical sheet of descending water, like an intimate chamber music segment of Niagara Falls.

The mere look of its smoothly falling water is stimulating and refreshing. The charm of it is enhanced by the steady hiss and rustle of its sound.

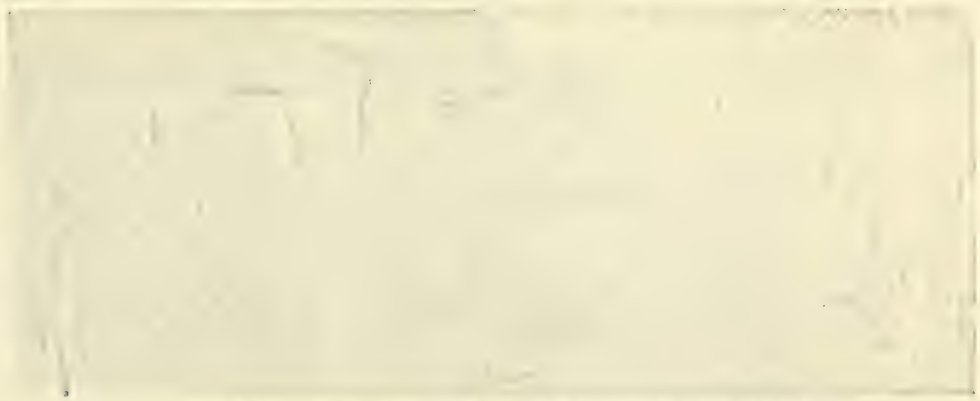
According to its architects, the flow of recirculated water can be adjusted to maintain its way on windy days. The flow is 200 feet a minute, only enough water to replace its evaporation is ever added to it.

Special lighting lines the inner base of it for night effect. Plantings of flowers and shrubbery tastefully adorn the whole plaza.

The fountain is one of the fine, purely artistic sights of San Francisco's new high-rise downtown, and should remain a beauty spot in the City for generations to come.

S.F. Fountain Plan Is Approved

Granite Slabs for U.N. Plaza



The Art Commission approved the modern fountain by a vote of 6 to 4

The contemporary granite slab fountain proposed for the new United Nations Plaza near the San Francisco Civic Center was approved by a 6-to-4 vote of the Art Commission yesterday.

Proponents from Asawa, a sculptor, Anita Martinez, artists belonging to a group, and Ray Palladino, a PG secretary and choral director, opposed the fountain.

Two were opposed by Commissioner David Meyer, a landscape architect, Philip Boone, past president of the Symphony Association, and architect William Wilsoncroft. The latter was joined by Commission member Ed Callaghan, president of the Unitary Commission. Even by Gladys Emerson, president of the Recreation and Park Commission, and Walter Newman, president of the Planning Commission.

Ramona Cook, president of the combined Board of Trustees of the M.H. de Young Memorial Museum and the California Palace of the Legion of Honor, presided over the meeting but did not vote.

The proposed fountain has been surrounded by controversy ever since the design was first presented in 1971 by architects John Carl Warnecke, Mario Ciampi and Lawrence Halprin.

Vocal citizens groups who opposed construction of the $500,000 fountain turned out in full force at yesterday's meeting to express their disfavor.

Robert Downing-Olson, president of the Nob Hill Beautification Society, said after yesterday's vote he will organize a citizens committee and ask for the resignation of the commissioners who voted in favor of the fountain.

Downing-Olson has suggested a reproduction of the Trevi Fountain in Rome as an appropriate design for the Plaza and the Native Sons of the Golden West have requested that the Phelan Fountain, which is now in Golden Gate Park, be moved to the new Plaza.

Opponents have called the fountain "ugly," and "marginal" and compared it to the more vertical — but equally controversial — Vaillancourt Fountain.

Mattie Skipper, executive director of the Art Commission, said the commission's approval was final and the city would now put the fountain out to bid.

LETTERS TO THE EDITOR

28 March 1974

Three Artists Discuss Fountains

Editor — I am a Bay Area artist, have lived here most of my life and although I cannot claim to be a San Franciscan I recognize the city as an important originator of the cultural and artistic direction for our place and times. Out of concern for this direction I have to ask the appropriate city administrators to seriously re-evaluate their approval of the U.N. plaza fountain.

We are in an age of magnified social awareness and can't much longer risk turning our backs on the pressing and actual day in-day out problems of our communities. It takes very little imagination to conclude that the $1.15 million could be better spent elsewhere, especially in light of the recent discovery that the San Francisco public schools are not as good as they could be. This is only one possibility for making good advantage from a large public fund of money. . .

The fountain is truly inspiring, a credit to its originator, but at this time I find its water hard to swallow.

WALT RADTKE.

Sausalito.

• • •

Editor — Fountains have always had a fine tradition as ornaments; cities have been proud of them; people love them. There are fountains in the classic, baroque and modern styles. Now we are confronted with something new — the "controversial" style — which irritates people. There are some designers who believe that if the people enjoy something, it is automatically bad. Then for whom are fountains designed?

The fountain that has been proposed for our United Nations plaza would be out of place; it would not be in harmony with its surroundings. It might be a fine design for the zoo . . .

Hindsight is no crime. When doubts have existed in the past, great projects have been revised (St. Peter's in Rome, the Arch of Triumph in Paris, etc.) The controversy over the Vaillancourt fountain should have caused the designers to have second thoughts about the fountain for the U.N. plaza.

Supervisor Quentin Kopp's disclosure of the real cost — $1.15 million—is staggering. And it does not include the yearly maintenance costs. If the fountain were rejected altogether, Market street would not suffer visually. Trees, benches, and flowerstands could make this small plaza a pleasant, human place. A part of the money intended for the proposed fountain could then be used to complete the main fountain in front of the City Hall, in the Civic Center Plaza, which has been left unfinished for years with only one lonely jet of water.

ANTONIO SOTOMAYOR.

San Francisco.

• • •

Editor — Now that Herb Caen has taken up art criticism in writing that the United Nations plaza fountain "must be stopped at all costs," I would like to express my support of the fountain as an artist.

New art forms often arouse hostility of those who are no longer willing to enlarge their experience of art. They want art to remain familiar. But art cannot turn back without creating false images.

This is why an idea of reproducing the Trevi fountain is so absurd. It was designed specifically for a small closed piazza. Brought out in the open it would be lost, as would the Phelan monument. And it would certainly cost more.

The jokes about Stonehenge are cheap. Stonehenge is utterly beautiful. It stirred Turner, one of the founders of modern art. It and Avebury have inspired Henry Moore.

The opposition to new art forms always exaggerate the value of some older work. The Phelan monument is not really very good. It is imitative, and will not stand comparison with the best of its kind at the turn of the century.

William Hull is right when he says the fountain is "a people-oriented thing." This is the characteristic of the Vaillancourt fountain that its adverse critics could not grasp. They are incapable of putting aside their prejudices and spending a Sunday afternoon there seeing how people use the fountain, walking in, under, around, and above it. Their pleasure shows on their faces.

The history of art suggests that in matters of esthetics the conservatives are always wrong.

JAMES A. COUGHLIN.

Berkeley.

Fountain

Editor — At the March 6 meeting of the finance committee of the Board of Supervisors an amazing cross section of city officials — Supervisors Kopp, Molinari, Nelder, and von Beroldingen; Joe Caverly and Emmet O'Donnell of the Park and Recreation Commission and George Lindsey of the California Academy of Sciences — and public spirited citizens (Elenor Rossi Crabtree, Billy Nichols, Ray Clary) gave public testimony to Paul Fay Jr., head of the San Francisco Bicentennial Commission, of the sad condition of the true glories of our city. . .

Noting that the Art Commission was deadlocked over a proposed fountain described by several Art commissioners as more fitting in the zoo for polar bears, the Supervisors heard testimony that more than $500,000 has been appropriated for a fountain at United Nations plaza under the Market street redevelopment program.

12 March 1974

The Native Sons of the Golden West have requested that the fountain given by Mayor Phelan to commemorate the admission of California to the Union be placed at the plaza. This fountain which originally stood on Market street had been made into a "monument" by stripping it of its water works and hiding it in Golden Gate Park. The cost of bringing this fountain to the plaza and refurbishing its water works is $15,000.

It was suggested, to applause, that the appropriated $500,000 for the slab fountain be used to restore the Fleishhacker Pool, the windmills in Golden Gate Park, the Francis Scott Key monument and the Phelan fountain . . .

The placing of the Phelan fountain was the subject of a resolution unanimously passed by the Board and signed by the Mayor. . . The Commission meets to break the tie at 9:30 a.m. March 13 in room 315 of the main library at Fulton and Larkin streets.

I am sure if the people could obtain all of these needed civic restorations at no cost to them other than what they have already given through taxes, it would certainly be a cause for real celebration for our city and the country's 200th birthday.

GABRIEL SHERIDAN.
Native Sons of the
Golden West
San Francisco

'Peace' Evicted

Bufano's Art Must Be Moved

The 30-foot black granite and stainless steel "Peace" statute by the late Beniamino Bufano will be taken down from its grassy site at San Francisco International Airport by the end of the summer, airport officials said yesterday.

The ten-ton statue of a woman sheltering a child, considered to be the San Francisco sculptor's masterpiece, will be placed in temporary storage to make way for expansion of the airport's garage facilities.

Bill Dwyer, the airport's director, said there were "no plans yet" for relocating the statue at the airport once the new construction is completed.

If the Airports Commission approved, he said, he would not be "averse" to moving the statue to the United Nations Plaza at Leavenworth and Market streets, as suggested by some art lovers.

The plaza relocation, placing the statue in the center of a circular reflecting pool, has been suggested as an alternative to a controversial $1.1 million granite-slab fountain proposal set for the June 4 ballot.

"The statue has been here since 1958, and we'd hate to part with it," Dwyer said. "But there's no doubt it could be put in a better spot where more people could see it."

Conrad Donner, attorney for the Bufano Society of the Arts, told The Chronicle he was "very much in favor" of moving the dramatic statue to the United Nations Plaza.

"It's an outstanding idea," he said. "The theme of the United Nations, the gathering together of all people, was a dominant motif in Benny's work."

THE LATE BENNY BUFANO AND 'PEACE'
Airport statue is considered his masterpiece

Tempest blows over Market Street fountain plan

By Stephen Cook

It would consist of a precisely-placed series of great granite slabs from the same Sierra quarry that produced San Francisco City Hall.

It would be "a very active space for people, place for lunch, a time in the sun, for listening to the water."

The water would be an engineering wonder, with an ebb and flow not unlike the tidal action that affects the shores surrounding The City.

And it, uh, would cost only a half million dollars, plus $20,000 a year in operating expenses.

This is the architectural vision some city planners have for San Francisco's next fountain, planned for the United Nation's Plaza at Leavenworth and Market streets.

But, to half of the members sitting on The City's Art Commission yesterday, this proposed fountain was not art.

"It's unimaginative, uncreative, wholly lacking in aesthetic excellence . . . it's ludicrous . . . it's ugly," said Commissioner Ray Taliaferro.

"It's a beautiful thing for a zoo," said Commissioner-artist Antonio Sotomayor.

After more than an hour of such rhetoric, the commission yesterday divided 4-4 on a motion to give final approval for the fountain, now almost at the construction stage. The deadlock gave heart to a band of citizens lobbying for a more classically San Francisco monument for the plaza, which will eventually connect Market Street with the Civic Center mall.

They favor a plaza adorned by the Phelan Admission Day Monument, a statue bearing ornamental brass sculptures of Winged Victory and a California pioneer.

The statue currently sits forgotten in Golden Gate Park. It was once the pride of The City.

Mayor James Phelan gave it to The City in 1896, dedicating it to the Native Sons of the Golden West. It sat at the corner of Market and Mason, surviving the '06 earthquake when buildings all about it toppled.

In 1948 it was deemed a triffic hazzard and moved to Golden Gate Park.

Proponents of the Phelan statue are pursuing their cause with simple financial logic.

Cost of moving the statue to the new plaza and installing it with running water would be only $15,000, they argue, compared to more than $500,000 for the slabs of granite.

With the money it would save, they claim, The City could restore and reopen Fleishhacker Pool, restore the windmills in the park and reassemble the Francis Scott Key monument.

"I don't think we need a $500,000 fountain of modern design to sit in the most classical area of San Francisco," argued Gabriel Sheridan of San Francisco Beautiful.

"Market Street has already had enough done to it," complained Albert Meakin, artist. "The Vaillancourt Fountain is a prank played on The City by a rather mischievous Canadian. This new fountain would be a black eye we would regret for a long, long time."

Architect - Commissioner William McCormick, who calls the Vaillancourt Fountain a "great success," said the Phelan monument would be completely out of scale, completely out of place in this plaza . . .

"Market Street is going to be the greatest street in the world and this (the granite fountain) is going to help make it that," he said.

Other commissioners favoring the fountain argued that the Art Commission had twice approved it in the past. Yesterday's vote was to have been only a formality, they said.

Ruth Asawa, Anita Martinez, Sotomayor and Taliaferro voted against the granite fountain. Ransom Cook, Philip Boone, David Mayes and McCormick voted for it.

All agreed the commission must hold a special meeting to break the deadlock with the votes of the four commissioners missing yesterday — Mayor Alioto, Harold Zellerbach, Loris DiGrazia and Edward Callanan.

The Civic Design Committee of the Commission will hold a special hearing at 2 p.m. Monday to take public testimony on a formal request that the Phelan Monument be placed somewhere on Market Street.

For

A very active space for people in the sun

Against

Unimaginative, uncreative, lacking in aesthetics

A model of the controversial fountain espoused by some and opposed by others

The greatest?

"Market Street is going to be the greatest street in the world. . ."

Thus spake Art Commissioner William McCormick, an architect, arguing last week in behalf of a modern fountain proposed for the United Nations Plaza at BART's Civic Center Station.

Now a bit of civic boosterism never hurt anyone, and superlatives generally are harmless, and everyone indulges occasionally in excesses of enthusiasm. There's even a chance that Market Street will become a handsome street if Muni ever gets those street cars underground and if those overhead trolley coach wires are made to vanish.

But the greatest street in the world? No way. It's just too narrow. The most ingenious of architects and planners, faced with that width constriction, cannot transform it into a rival of the great streets and boulevards in half a dozen of the world's cities.

It won't even be the greatest street in San Francisco if somebody doesn't start keeping it clean.

Ferry Building Chimes to Be Dedicated Today

The electronic chimes atop the Ferry Building will be christened a permanent part of the city's sounds in ceremonies today at noon.

City and port officials will meet in front of the Ferry Building to unveil a plaque in tribute to the new carillon, which tolls hourly time signals and plays complete tunes at noon and 5 p.m.

The electronic music machine was installed as an experiment in December, 1972 but was shut off for some months during a long fund raising drive that finally netted $9765 to buy the chimes.

Diamond Robbery On Market

28 Feb 1974

Was he a common holdup man or a real jewel thief? Only his fence knows for sure.

A young black man, who identified himself as a member of the Symbionese Liberation Army, forced a New York diamond merchant into a janitor's closet in the Phelan Building, 760 Market street, at gunpoint yesterday afternoon and relieved him of a black attache case containing more than $125,000 worth of cut diamonds.

But he may only have expected to steal a wallet, police indicated.

"He pulled a gun on me by the elevator," Abe Bornstein recalled. "Then he said, 'Keep walking, I'm from the Symbionese Liberation Army.' I thought he was going to kidnap me. But he said, 'Let me have it.' So I gave him the case."

"I think he meant the case. Well, I don't know. You're upset. You don't know. I'm still upset. I still don't know whether to call my wife," said the understandably nervous jewel merchant, who had come to San Francisco to sell diamonds.

Bornstein said the gunman locked him in the janitor's closet after taking the case. "I banged on the door and somebody opened it in two or three minutes," Bornstein said.

"It's the first time I've been held up," said the diamond merchant of 22 years. "What's happening to your city?"

Foes Want It on Ballot

Fuss Over S.F. Fountain

By William Cooney

The United Nations Plaza's proposed fountain — praised and lambasted for the past three years — heads into more controversy today before the Board of Supervisors.

Supervisor Quentin Kopp, who terms the fountain an "architectural travesty" and an "environmental insult" said he will propose today this policy question for voters in the June primary election:

"Should a fountain, constructed of granite slabs and estimated by the Department of Public Works bureau of engineering to cost $1,150,000, be built in United Nations Plaza on Market street at the juncture of Leavenworth and Fulton streets?"

Kopp isn't playing David because so far there hasn't been a vocal Goliath for the fountain and even the Art Commission split 6 to 4 in approving it last Monday.

But Martin Snipper, the commission's executive director, said the vote was final and the city will now put the object out for construction bids.

So time is running against Kopp and his supporters — including the Native Sons of the Golden West organization, which claims "we have 30,000 people behind us who oppose the fountain." The organization has set a meeting tomorrow "to detail effective means for group action to oppose that fountain."

If Kopp's public vote proposal is rejected today, he has one more ploy — getting the city attorney to overturn the Art Commission approval.

Kopp's premise is that the commission on March 4 defeated the fountain when it tied with a 4-to-4 vote "because the chairman voted (for approval) then and he is only supposed to vote to break a tie — so the actual vote was 4-to-3 to disapprove. The commission should not even have voted again last Monday," he says.

Siding with Kopp is sculptor Ruth Asawa, a commissioner on the losing side.

"We voted in good faith March 4 and then they 'imported' some people to vote, some people who are there only when it is political, and the fountain was approved," she said.

Another losing commissioner, Ray Taliaferro, talked about esthetics, calling the proposed fountain "unimaginative, uncreative and wholly lacking in esthetic excellence."

The two other dissenting commissioners were Antonio Sotomayor — "the design would be much more fitting for the pit of the bears at the zoo," he said — and Anita Martinez, who said, "This tremendous slab of granite is, esthetically, absolutely wrong for that area."

One Art Commissioner who feels it is needed, and now, is Wilmiam McCormick.

"I was given a thing to consider and voted the way I thought it should be voted," he said. "I'm willing to listen and I'm rather hopeful the people who are outraged are considering it in a very sincere way."

Another approving vote was cast by an ex-officio commission member, Ed Callanan, president of the Library Commission

"The tidal wave of water motion over the blocks will be pleasing to people," he said.

Another approving vote was cast by Loris De Grazia, who said, "My vote stands for what I believed in The design is adaptable to the square. Now let's get on with completing the project."

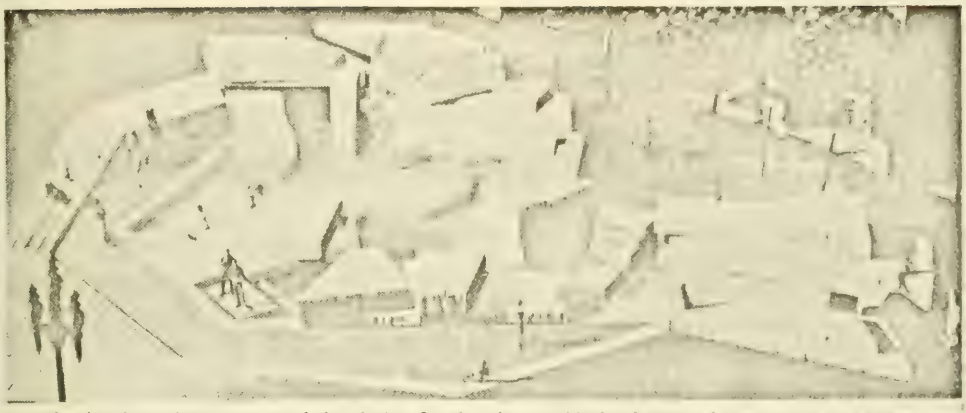
And that was the view of architect William Hull, who is spokesman for the group responsible for the entire plaza, the Market Street Joint Venture.

Hull wants it known that "the fountain design was approved in July, 1971, by the Commission Only Mrs. Asawa voted 'no' and Mrs. Martinez abstained

"That tied our hands into that design We took that design and turned out the construction documents, the working drawings and specifications. And that is what was approved last Monday, the working documents representative of the design.

The classic Phelan monument has been suggested as a less expensive sculpture for the U.N. Plaza

San Francisco Chronicle ★★ Mon., March 25, 1974



The Art Commission approved this design for the plaza on Market between Leavenworth and Fulton

previously approved by them."

As for the cost, Hull admits it has gone up from the original proposal of $500,000. But his guess is the price is now roughly $800,000, not the $1,150,000 Kopp says the city engineers came up with.

As for the fountain itself, Hull said "it is for people, that is critical. People can relate to it . . .

"It's a people-oriented thing. It's modern, not artistic archaeology; it's for our own time, today."

The fountain is supposed to be symbolic of the United Nations. Hull said "and that's a fairly new organization with big and small nations, rich and poor, old and new.

As for the James T. Phelan monument now nestled in Golden Gate Park, which some—such as Kopp and the Native Sons— contend should be put in the plaza instead of the new, expensive fountain, Hull says "no."

This monument, given to the city in 1896 by Phelan to commemorate the admission of California into the union, is a classic bronze sculpture.

It has been in the park since 1948 when it was moved from a niche at Market and Mason streets because it was deemed a traffic hazard there.

Hull said he would like to see the Phelan statue back on Market street "but not in the United Nations plaza.

"Post and Market street would be a good location for it."

Efforts to block slab fountain design fizzle

30 March 1974

Citizen efforts to block construction of a $500,000 granite slab fountain at United Nations Plaza ran into a brick wall Monday.

Ex-officio members of the Arts Commission voted in favor of the controversial design, breaking an earlier 4-4 deadlock which had stalled approval of the project.

Commissioner Ray Taliaferro maintained the commission had already disapproved the design by a 4-3 margin, inasmuch as the commission president is supposed to cast a vote only to break a tie. But a new vote was called for anyway.

Artist members of the commission, Ruth Asawa and Antonio Sotomayor opposed the slab construction. Sotomayor said that, like the Vaillancourt Fountain at Ferry Building Park, its only justification would be as funk art, "art as a joke."

Asawa called the design an "extension of paving that intensifies the hostility of today's urban architecture."

Taliaferro labeled the fountain "unimaginative and uncreative," and Commissioner Anita Martinez said she had not found one member of the public who liked the costly idea. "San Francisco deserves something better," she said, and the audience applauded in approval.

Nevertheless, the commission voted 6-4 with president Ransom Cook abstaining this time, to approve the design. Yes votes were cast by David Mayes, Philip Boone, William McCormick, Planning Commission president William Newman, Library Commission president Edward Callanan and Recreation and Parks Commission president Loris Di-Grazia.

Robert Downing-Olson, a member of the United Nations Charter revision commission and the Nob Hill Historical Restoration Society, responded angrily. "We will immediately call for the removal of these commissioners who do not represent the will of the public," he told The Progress.

Members of the Native Sons of the Golden West expressed dismay with the decision. They had wanted the historic Phelan Admission Day Fountain installed at the UN Plaza site on Fulton and Market Streets—a move they said would save the City not only the cost of the fountain, but the $20,000 a year upkeep necessary to maintain it.

Bernard Averbuch, executive director of the Market Street Development Corp., testified that downtown business wanted the commission to approve the design. He cited the fact that each delay in Bay Area Rapid Transit station and Market Street beautification decisions hurt business, an opinion which was seconded by the Hotel Employers Association.

Averbuch noted that phase two of the plaza design had been okayed by the Commission more than two years ago and argued that further delay would be unconscionable. We heard the same kind of aesthetic arguments about Hallidie Plaza on Powell St., he said, but now it's built and everybody's happy.

Everybody is not happy with Vaillancourt, however. Valentina Hoffman, administrative assistant for the Native Sons, noted that in an effort to cut maintenance costs the City had turned off part of the fountain's water supply and left nothing but "a heap of rust." She predicted that the same fatae awaited the UN fountain, and that what would finally emerge would be a "monument to Sierra Granite Co."

The Native Sons had hoped that savings realized from substituting the Phelan Fountain for the costlier design could be reappropriated to restore Fleischhacker Pool, repair the windmills in Golden Gate Park and to restore the Francis Scott Key monument damaged during Academy of Sciences expansion.

Commissioner Cook explained that the Art Commission had no authority to okay such projects in any event. The only matter before us is whether to approve or disapprove the existing plaza design, he said.

William Hull, representative for plaza architects Mario Ciampi, Lawrence Halprin and John Carl Warnecke and Associates, said that published photos of the fountain are "totally inaccurate," and that the design has been modified extensively at Art Commission behest.

Hayes, chairman of the Commission's civic design committee, pointed out that the fountain was not a sculpture, but that it is "grand landscape architecture."

A Commission meeting to determine whether the Phelan fountain should be relocated to some other site on Market Street is scheduled for March 29 at 2 p.m.

San Francisco Chronicle
THE VOICE OF THE WEST

27 March 1974

Editorials

People's Choice Of a Fountain

A BLISTERING, THREE-YEAR art controversy over the design of a fountain to be installed in United Nations Plaza has been passed on to the lay public by the Board of Supervisors.

At the instigation of Supervisor Kopp — who sees the proposed granite-slab fountain as "an architectural travesty" and "an environmental insult" — this question of policy will appear on the June 4 ballot:

"Should a fountain, constructed of granite slabs and estimated to cost $1,150,000, be built . . . on Market street at the juncture of Leavenworth and Fulton?"

THOUGH SUCCESSIVE ART COMMISSIONS have been approving and disapproving the design since 1971, and though artists have alternately praised it to the skies and damned it to perdition, the fountain became a financial issue of late when Supervisor Kopp discovered that its cost, put forward at $500,000, had more than doubled during the long debate.

Meanwhile, the Native Sons of the Golden West had suggested that the design be junked and, at a considerable saving, the turn-of-the century Phelan monument, now in Golden Gate Park, be restored to its original site in what is now United Nations Plaza.

Subsequently, an extremely attractive alternate has been suggested. It proposes that the magnificent black granite and stainless steel "Peace" statue by Beniamino Bufano be emplaced at the Plaza, perhaps in the center of a circular reflecting pool.

THE PEACE STATUE has obvious relation to the United Nations Plaza. The relationship is enhanced by the fact that this masterpiece by a San Francisco sculptor was originally created for installation at Hyde and Fulton streets — one block from the Plaza site. Its artistic qualifications are preeminent. Since 1958 it has graced San Francisco airport, and must now be removed to accommodate new construction — a relocation that is necessary and can be accomplished at a small fraction of $1,150,000.

In every respect, Bufano's "Peace" commends itself as a heaven-sent solution for the long and bitter fountain controversy.

Examiner
25 March 1974

Too costly

SAN FRANCISCANS seem to enjoy nothing so much as a rousing dispute over public fountains. The latest one, in which a substantial body of citizens has joined, involves Art Commission approval of the design of a fountain for United Nations Plaza at Market and Leavenworth Streets.

When the first tentative design was approved in 1971, the price tag was estimated at $500,000. Inflation and more precise pricing now have raised the cost to $1.2 million. That's a lot of money for what dissenters say is a random arrangement of granite and plumbing.

We agree. The fountain should be scaled down. It already has been reduced once to avoid excessive bulk. Some members of the Art Commission recall with a shudder that the Vaillancourt fountain in Embarcadero Center turned out to be considerably more massive than was apparent in the sculptor's submitted design.

Whatever diverse opinions might be held of the Vaillancourt fountain, the general view is that one is enough.

Federal funds allotted to the United Nations Plaza fountain may not be enough, forcing the city to dip as much as $200,000 into Market Street improvement bond funds.

Supervisor Quentin Kopp will try to put a statement of policy on the June 4 ballot to discover whether San Franciscans want this particular fountain.

Such a vote would be a revealing test of San Franciscans' fiscal and esthetic sense.

Art Commission

Plaza fountain design junked

The San Francisco Art Commission buried plans today for a $1,150,000 concrete fountain for the United Nations Plaza in BART's Civic Center Station. The vote was 6-2.

"It means they'll have to start all over again with a new design," said Ruth Asawa, a art commission member and sculptress who has opposed the plan.

Another opponent, commissioner Anita Martinez, said a new concept will have to be developed and brought back to the commission.

The fountain has been opposed as [illegible] and was disclosed.

Mrs. Martinez said there must [illegible] be both aesthetic and financial modifications in the plans.

Jack Barron, project manager of the transit task force, told commissioners that federal government would pay for the fountain.

Commissioners said, however, that San Francisco would have to pay half the cost.

Barron responded that commissioners knew the truth but did not want to believe it.

Plans for the fountain will be returned to the civic design and visual arts committees of the commission.

Voting to return the plans were Mrs. Asawa, Edward Callanan, Ransom Cook, Mrs. Martinez, Antonio Sotomayor and Ray Taliaferro.

Voting against were David Mayes and William McCormick.

S.F. to Vote On Fountain

By Robert Bartlett

San Franciscans will have a chance to vote on construction of the $1,150,000 United Nations Plaza fountain.

Six supervisors jointly sponsored a proposal yesterday to place the issue on the June 4 primary ballot.

The June 4 vote is nonbinding but City Attorney Thomas O'Conner said the supervisors' action requires that construction of the fountain be delayed until after the vote.

Supervisor Quentin Kopp failed in one key maneuver [illegible] unanimous consent of the supervisors to [illegible] Bay Area Rapid Transit District to delay seeking bids for the project.

Such a resolution is necessary, Kopp said, because BART is responsible for supervising the work under a joint powers agreement between San Francisco and the tri-county public transit district.

Supervisor Robert Mendelsohn objected, and the resolution was sent to a board committee for a public hearing.

The policy question for the voters will be:

"Should a fountain, constructed of granite slabs and estimated by the Department of Public Works bureau of engineering to cost $1,150,000, be built in United Nations Plaza on Market street at the juncture of Leavenworth and Fulton streets?"

The City Charter requires that such a policy question be submitted to voters when it is endorsed by four of 11 supervisors.

Yesterday's sponsors were Supervisors Kopp, Peter Tamaras, John Molinari, John Barbagelata, Dorothy von Beroldingen and Alfred Nelder.

Tamaras suggested that, rather than build a fountain, the James J. Phelan monument, now in Golden Gate Park, be moved to the Market street site.

That plan, along with the request that BART not seek bids until after June 4, was also sent to a hearing before a supervisors' committee.

The Fountain, Again

Editor — I am a local architect and would like to blather a few things about the fountain controversy. First, about Lawrence Halprin's proposed design, it is not a great fountain but it's a good one, although a million dollars is a lot to pay. But at least it's a decent, well-scaled piece of 20th century art, an appropriate style since about three quarters of the century have already passed.

The Phelan monument on the other hand is a surpassingly ordinary example of Victorian park sculpture, the kind John McLaren used to cover up with bushes when he could. It's best point is that it is at least real 19th century sculpture as contrasted with Ruth Asawa's [illegible] kind of fake 19th century sculpture.

Who knows what will eventually get built there. Whatever it is I hope it won't be that brand of [illegible] store kitsch, or else we might as well turn over the de Young Museum to Walter Keane and hire Mantovani as musical director of the symphony.

Who knows, if their pogo were right they might even get themselves through a public referendum vote.

PAUL FISHER

San Francisco

UN Plaza

Unfortunately, arguments are existing that the funds set aside for the plaza could be put to other uses (i.e., widening the sidewalks in Golden Gate Park) are at best, unwarranted. The funds for the project are available only for the plaza [illegible] and cannot be used for other purposes . . .

More importantly, the commission has taken into its own hands the arbitration of public taste. It is most unfortunate that the commission can be that, decide what is and is not art for this community . . .

ROGER SWIFT HENRY
CAROL S. HENRY
San Francisco

Why not put the statue of De Anza which was given to us by the Republic of Mexico in the United Nations Plaza? It looked fine in the Civic Center when it was placed originally before going to [illegible] the city's collection of warehoused monuments. Surely this statue deserves a better fate than obscurity.

M. A. STANFORD
San Francisco

Her Father's Sculpture

[illegible] I would be delighted if the Alexander Doré Monument (the current bill) were moved to a new downtown location.

This monument, honoring [illegible] father, Dudley Doré, Mayor of [illegible], was [illegible] in 1921 [illegible] prominent position in San Francisco's art history. The pedestal and column were designed by Willis Polk. The angel at the top of the column was [illegible] by the sculptor's brother, my mother, Elizabeth Doré Cole of Oakland. Mr. Polk had agreed to have room at the [illegible] earlier [illegible] for [illegible] attached [illegible] attachment [illegible] to the pedestal.

[illegible] I have been unaware of [illegible] [illegible] from [illegible] Golden Gate Park. I have been unable to arrange for Pioneer Park Headquarters for this [illegible] San Francisco [illegible] ments, as the former [illegible] separate from [illegible] 4 and September 9.

GLADYS TILDEN
Berkeley

He'd Grab 2 Fingers

Stationed at Powell and Market Streets

Pickpockets' Foe Quits

By Robert Bartlett

For Ed Preston, the South American nation of Colombia has one stellar distinction — the world's finest pickpockets.

The 53-year-old long-distance running champion can claim some expertise in that area. He retired yesterday as the San Francisco police department's foremost expert on that illegal skill.

"The Colombians are so good because they have schools for pickpockets," Peston said. "They begin studying when they are five or six."

Peston, who was relaxing at his West Portal home, said the visits of the deft South Americans are underwritten by Colombian underworld groups.

TOURS

The organizations send groups of eight on a systematic tour of 20 large cities in America and Canada. San Francisco is a regular stop on "The Twenty," Preston said.

"The Ocho — that's Spanish for eight — is a team of two pickpockets, two bunco

ED PRESTON
S.F. police expert

artists, two strong men and two shoplifters," the retired police inspector said.

The pickpockets, a man and a woman, work as a team. To insulate plainclothesmen, the man carries a briefcase, which contains wigs, glasses and lightweight raincoats for the team.

"If one of them spotted me," Preston said, "they'd duck into an alley."

Moments later, with glasses, new coats and different hair styles, the pair would emerge, often walking right by the baffled policeman.

FINGERS

Some years ago, Preston would often nab a suspect by the first two fingers of his right hand. He'd ask:

"Are you a pickpocket?"

If the suspect denied it, Preston would then squeeze the two fingers and say, "Then you wouldn't mind if I broke your fingers?"

Usually, the unfortunate suspect would confess, rather than suffer disruption to the tools on his trade, and Preston would gentle him off to jail.

The inspector hasn't done that in some years, because the courts frown on such tactics.

"And," he added hastily, "I always told the younger men in the department they shouldn't try it."

Did Preston ever break anyone's fingers?

"Of course not," he said. "My hands aren't strong enough."

LEGS

His legs are sturdy enough, however. Preston has had life-long interest in long-distance running — he went to the University of Southern California on a track scholarship, and in June won the Senior Olympics 1500 and 5000 meter races in Los Angeles.

Why retire at 53?

"This game is for younger men," Preston said. "Besides, years ago, a suspect never resisted arrest — now, most of them do. Why, last month, a friend of mine was stabbed by a suspect during an arrest."

Will this finally be a thing of the past?

Will the Ditch Be Filled?

By Susan Berman

That irksome ditch on the south side of Market at the foot of O'Farrell and Grant may, at long last, be a thing of the past in a couple of weeks.

At least that's the hope that Public Works Director Byron Tavarian is holding out to unhappy merchants, drivers and pedestrians who have been forced to cope with the hole since last January when it was dug for a high pressure water line for fire protection.

In the eight long months since then, the project has been plagued with countless delays and, far from being part of the Market Street Beautification it claims to be, it has been the source of constant traffic tieups, pedestrian hassles and merchant dissatisfaction.

At least two people have filed claims against the City in connection with accidents at the construction site.

Year Late

The construction is part of the water line being laid from Fifth to Fremont Street at a cost of $[illegible], it was originally slated to be finished last June.

"The project has run into a lot of difficulties," said John Cribbs, assistant to the City engineer.

"First we had some trouble with P.G. & E. vaults. Then there was a conflict with some of the city facilities underneath. And then the Fire Department wouldn't shut off the main water pressure line until another site on Fifth and Stevenson was ready," Cribbs said.

But even if the ditch is filled in two weeks as Tavarian hopefully predicts, the street won't be repaved and completed until March, 1974.

But even if the ditch is filled in two weeks as Tavarian hopefully predicts, the job won't be completely repaved until March 1974 in the meantime, a public works spokesman said, part of the street will be repaved and the remainder will be covered by those iron-ridged metal plates that have become Market Street fixtures.

"I'd say business is down 25 percent since they dug that ditch," said Sal Germano, owner of the flower stand in the Grant Market.

"The traffic that feeds into Market from O'Farrell just isn't going with the Market Street streetcars. No one can stop with [illegible] to run in and buy flowers.

"And our rents are always tied to how much we do. Because of all the construction upstairs in the arcade, we've had to call an ambulance for a couple of them.

"This is the worst I've seen this area in 30 years," Germano said.

Lucy Contreras, manager of the General Nutrition Center across the street, has a few complaints of her own.

"The dust from the machinery is incredible. Look at those horrible bottles. I just dusted them an hour ago and the whole mailing list will probably need it.

"There is always dirt coming into the store like a construction worker, but the truck running there and a half hours a week is terrible for the store. And sometimes they put up an [illegible] and [illegible] so that the street is closed to [illegible] like to give out samples outside the store but we can't do that anymore," she added.

Cart Deliveries

Delivery trucks for many of the stores like Legget [illegible], now have to [illegible] many of them on a cart to deliver it.

Foster's Cafeteria estimates the ditch has cost them about [illegible] a day in lost [illegible] customers, and refuse to even call that section of Market Street.

Byron Rider of Instruction Cameras says he has given up on the ditch.

Evaporated

"First they told us it would be done in May. Then July, and now January," the exasperated [illegible] said.

Only one customer has decided to turn the trouble [illegible] of [illegible] construction and Market Street [illegible] construction to his advantage.

[illegible] York Street is having a [illegible] sale.

"Tired of [illegible] going? Make your way," the sign says.

Tree planter or a garbage can?

— Examiner Photo

Powell Mall Trees in Shock

Joyce Kilmer, who never saw a poem lovely as a tree, never saw Powell street.

Even the people who built the new mall between Market and Ellis streets concede, "Tree trees look bad."

But, they reassure, it's just a matter of time until those scrawny limbs lining both sides of the mall are lovelier than any poem Kilmer ever saw.

Ron Bredehoft, manager of the project for the contractor, McGuire and Hester of Oakland, said the trees are suffering from the shock of being transported here from Orange County.

Should Recover

They look bad, he said, but they should recover.

The trees along the one-block mall are being watered daily and staked to help them stand up to the Powell Street winds.

Another sore spot in the Powell Street project, however, which cannot have such a simple solution is the tree pits.

The partially covered pits have proved to be handy substitutes for litter containers, catching and holding any stray piece of garbage floating around Powell.

Won't Go Away

Bernard Crotty, superintendent of The City's street cleaning department, said he'll have his men clean out the pits.

But both Crotty and Bredehoft blamed the mess on littering pedestrians — a problem that apparently just won't go away.

he Powell Intersection Shambles

Market Street's Flawed Jewel

y William Moore

l where little cable
egin to climb "half-
to the stars" the
the city tells tourists
n Francisco's most
s intersection, the
piece of what is sup-
to be a new Market
which some plan-
compared to the
s Elysees.

the intersection of
and Market streets
more like the cross-
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hat has been strip-

ugly, littered, hazar-
Construction of the
ng Powell Mall is
three months behind
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ays are anticipated.

area's seething mer-
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DELAYS

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n unfinished storm

Looking toward Market street, over the trenches and debris of a famous intersection.

• An elderly woman severely lacerated her leg, bleeding profusely until an ambulance arrived, after she emerged from Woolworth's and ran into a sharp piece of metal protruding from a construction sawhorse.

HAZARDOUS

The situation is not as hazardous, but almost as unsightly, at the adjoining $2.5 million Hallidie Plaza which was supposedly opened last March and connects a major BART station with the Powell cable car turntable.

When the plaza was dedicated in March, Mayor Joseph L. Alioto declared there were "only four or five cities in the world with central spots like this."

And a good thing, too.

CURIOUS

Today, big piles of litter lie on the plaza's landscaped terraces and brick walkway. You can't see any flowers in the meticulously planted beds, and the lonely locust, carob and London plane trees look dead.

It's a curious situation considering that the Department of Public Works pays out $25,000 a year for maintenance of the plaza. In fact, the department said it spends $600 a month to pay a full-time worker whose sole responsibility is sweeping up the place and keeping the plants alive.

"The trash in the plaza is only picked up once a week — that's not often enough — and there is only a cursory little sweeping of the walkway every morning," said merchant David Pharr. "I ought to know. I'm here every day."

But Bernard Crotty, superintendent of street cleaning and landscape maintenance said "if there were anything serious or less than desirable about the plaza, I would be made aware of it immediately — and I'm not aware of any problems there."

Crotty conceded he has not visited the plaza in the past three weeks.

Businessmen in the area reserve their strongest criticism for the construction delays and the perpetual mess at the Powell and Market intersection. This was intended to be a handsome brick pedestrian mall, running from the cable car turntable to Ellis street.

FAMOUS

It is, the city's Convention and Visitors bureau says, the most famous spot in the city.

"It's utterly ridiculous," fumed R.W. Lilly, assistant manager of the Powell Hotel. "The city doesn't appear to be putting much pressure on the contractor to complete the project."

"Jesus," said Richard Nugent, manager of Woolworth's "this thing would be a comedy if it weren't for the hazards out there. If I had hazards like that in my store, I'd be out of business."

He was referring to the splintery piles of wood lying near the intersection, the sharp-edged pieces of metal, the gaping holes.

"Construction workers are hardly ever out here any more," muttered Roland Beane, who has been a news vendor at the corner for 11 years and a veteran of the trench warfare on Market street.

"When they are here, they just tear something up, lay it down, then tear the same thing up again. I don't understand what type of contract they have going with the city."

"No, no, no, the city and the contractor have been over backwards to get this thing completed," argued Wesley Ewing, a Department of Public Works engineer. "There are only a few minor details left to be done."

MALL

Ron Bredehoft, a McGuire & Hester contracting manager, said the mall — which was begun last March — still needs:

- Six big flag poles, already purchased and installed for $18,000 each after a five-month delay. They must be dug up and replaced near the turntable because the city felt the manufacturer failed to meet specifications.
- $80,000 worth of granite lining around the whole brick mall.
- Numerous cast iron grates for storm drains that must be replaced because a supplier provided the wrong size.
- Completion of the brick laying at the Ellis street end of the mall, held up because Pacific Gas and Electric Co. has been doing excavation-related digging at that intersection — something the city belatedly discovered had been scheduled.
- A brick walkway in front of the Bank of America's Day and Night branch. Bricks which had already been laid there must be torn up and replaced because another contractor had them in the wrong pattern and at the wrong elevation.

Although one of his foremen estimated it will take at least another six months, contractor Bredehoft declined to say how much more time will be needed to complete this controversial project.

"We're just going to have to mark time," he said.

A tourist steadied himself on a battered bit of fencing for a shot of one of the city's fabled cable cars.

Planning the Mess On S.F. Streets

Jeffrey Heller, a young architect - planner who "hit one too many bumps on Market street," was delighted with the Board of Supervisors for a change last week.

The reason: the decision to create the city's first Street Utilities Coordinating Committee.

Heller, who first brought the issue to Supervisor Peter Tamaras nearly a year ago, said it is aimed at doing something about the apparently unending series of holes in the city's streets.

"After hitting those construction potholes once too often, I decided to see what was being done to coordinate construction work on the streets," he said yesterday.

"What I found was that there wasn't much being done."

Not only did Heller find there was no real coordination between the city and the various other agencies that periodically cut up the streets — including Pacific Gas and Electric, Pacific Telephone and the city's own utilities —he found that until recently city policy actually discouraged coordinated work in the streets.

"I couldn't believe it," he said. "Until recently, the Department of Public Works would only permit one utility to work in a hole at a time. That meant the streets stayed torn open longer."

Heller also found there was no long - range planning of street jobs, either by the city or the private utilities.

He and Tamaras proposed to bring coordination and planning to the street mess through an ordinance that was adopted last Tuesday by the Board of Supervisors and is waiting for the mayor's signature.

It would create a ten - member Street Utilities Coordinating Committee, with representatives from the city's Department of Public Works, the private utilities and a new 21 - member citizens advisory committee on street utilities.

The ordinance directs the new group to prepare "advance planning and other means to insure minimum disruption and inconvenience to the general public using the . . . streets."

It was adopted unanimously after Tamaras put into words what everyone knows: the constant opening, closing and reopening of street surfaces "disrupt traffic, business, public harmony and the general welfare" and are "costly, inefficient and irrational."

As Heller sees the work of the new committee, it will not only coordinate present construction under the streets, but will also start long - range planning of future projects.

If it works, it will also mean that there will be fewer construction holes in the street and that they will be closed or repaired more promptly.

"Today streets are one of the major irritations of city life today," said Heller, a veteran of New York City. "Fortunately, something can be done about them."

First of the New Sycamores

KHARKOV

Two visitors [illegible] downtown. [illegible] the first of [illegible] sycamore trees [illegible] yesterday at the foot of Market Street. Mayor Alioto planted the first, under the watchful eyes of the [illegible] of [illegible] and [illegible] in the USSR. Eventually [illegible] will be 920 trees lining the famous thoroughfare.

15 Sept 1973

Herb Caen

. . . Our Joe may also be taken aback to learn that the first sycamore tree he planted on lower Market, as part of the Beautify Market St. project, has already died. In fact, of 24 planted in that area, only three seem to be making it. Get Vernon Kaufman out there with a hose, frevvinsakes . .

Item incorrect, tree not dead, only in dormant stage

2 Soviet Mayors Help Alioto Plant a Tree

15 Sept 1973

Mayor Joseph L. Alioto, aided by two visiting Russian mayors, yesterday planted the first of 920 sycamore trees that will eventually line Market street.

Mayor Yuri Gorovoy of Charkov and Mayor Vasily I. Kasakov of Leningrad helped plant the tree in the 100 block of Market, alongside the Hyatt Regency hotel. The Russians were in San Francisco for the day on a State Department visit.

The tree-planting is part of a $24.5 million program to beautify the street.

New Weapon Against Street Musicians

18 Sept 1973

By Baron Mulier

Remember that anti-noise ordinance that was expected to muffle loud motorcycles, clanging garbage trucks and other blighters of the urban quiet?

Well, San Francisco is gearing up for its first crackdown: street musicians.

The district attorney's office warned the musicians today that just because they beat the rap on disturbing the peace arrests yesterday, they better not get too brassy.

In the future, they'll face the new anti-noise ordinance, and there's a big difference between it and the disturbing the peace law.

Under the new anti-noise ordinance there's no need to prove malicious intent. The noise itself, as checked by sensitive but musically unappreciative meters, will be the test.

The warning was the latest step in a gavotte that began June 20 at Powell and Market Streets with the arrest of four musicians: Kermit Scott, 48, a saxophone player, Samuel Austin, 22, a flutist, Francisco Castillo, 29, a drummer, and Scott Davis Jr., 27, a conga drummer. The four went before Municipal Judge Daniel Hanlon and after a four day trial ending Sept. 7, were acquitted by a jury.

A group of drummers was arrested June 25 at the same location. They were Eugene Loving, 24, Lemoyne Blanchard, 20, and Otis White, 27. Yesterday, Assistant District Attorney Thomas Crary moved to dismiss the case because the evidence wasn't as strong as in the first case in which the jury had refused to convict.

Thus, the warning today.

Supervisor Dianne Feinstein, who sponsored the ordinance, said today that it wasn't intended to be directed against street musicians like the Mozart Trio. Street musicians, she said, for the most part are "quite pleasant."

She opined, however, that bongo drummers who play long and loud hour after hour at the same location might be something else again.

In this she is supported by some of the business houses around Powell and Market who find protracted bongo drumming about as aurally delightful as a jackhammer.

"It's too bad," she said, "they can't move around more."

. . . And I wonder who'll be the first woman to break her ankle when her heel catches in the BART gratings along the middle of Market? Of course, with men wearing high heels, the future victim could be a he. . . Henry Castor finds that an article in a December, 1904, issue of The Call, speculating on a four-lane subway under Market with a trans-Bay tube connection, was dismissed editorially by this sterling journal as "a fiction worthy of Jules Verne" . . . In those days they hadn't heard of Bill Stokes. 6 Oct 1973

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A HARD-HAT explaining why Market and Mason Streets, beautifully paved for months, has all of a sudden been re-excavated: "We're layin' copper water lines." So why couldn't you put them in when you had the street dug up before? "No way you could do that and keep the traffic movin'." All together now, two steps backward, one step forward.

Judy Novotny can boast she's a first — the first lady projectionist in S.F.'s 160-man Motion Picture Operators Union. She's now at the Centre on Market Street . .

* * * 21 Sept 1973

OF HUMAN INTEREST: William "Jerry" Fairbanks, S.F.'s celebrated "King of the Newsboys" (he began selling the Ex in 1891 at the age of eight) was buried last week holding a copy of his beloved rag in true Pharaonic style, the page turned to the headline reading "King Is Dead at 90" . . . The reference was to the King of Sweden, but Jerry wouldn't have minded. Still, it was hard not to think of him out at his favorite corner, Powell and Market, waving his paper in the foggy wind and hollering "King of da Swedes kicks da bucket—long live da King!" Yeah.

* * *

. . . And on teeming Market St., a fuzz-faced young sailor, fresh off a ship, ran to a veteran policeman, pointed at a fleeing gay and shouted, "Grab that man, he's queer!" "Now, now," said the officer soothingly, "Just settle down, there'll be another one along any minute."

* * *

Sub-Standard Poles

Their Curves Are Bad

City officials explained yesterday why five expensive, new flagpoles at the Powell Mall, above Market street, are not sufficiently things of beauty and so must come down.

The five bronze poles — each 45 feet tall and each costing about $11,569 — do not have the correct "entasis" curve specified by consulting architects and other lovers of classic design.

"The mathematical curve we asked for just isn't right," San Francisco city engineer Robert Levy complained. "For this kind of money, it ought to be right."

Like Doric columns, the poles were to be wider at the bottom than at the top, and have a specific curve between.

The entasis curves are correct at five-foot intervals along the poles, but they don't have smooth curves in between," the engineer said. "We won't accept the poles in that condition."

McGuire and Hester, contractor on the $500,000 mall project, was told of the criticism and agreed to replace the poles, or curve them the right way.

One of the poles already has been removed, and the others will come down within the week, city officials said.

A company spokesman and Levy agreed that they had never heard of flagpoles that cost any more than the Powell Mall standards, but neither has had much to do with flagpoles before.

In addition to the incorrect entasis curve, the city is dissatisfied with the bronze finish of the poles because it is not uniform.

City purchasing agents said they've never bought other flagpoles for $11,569 but the street made of granite and poles they buy — for schools — don't have entasis curves.

Three of the five Powell Mall flag poles that were found wanting

market street development project

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UTIVE DIRECTOR
ARD AVERBUCH

MEMO: EDITORS

City officials will detail the latest schedules of Market Street beautification at an outdoor Press Conference to be held at 10:30 a.m. Wednesday 17 October 1973 at Powell and Market Streets, by the Cable Car turntable.

The officials will also report on plans to temporarily shut down the Market Street construction next month for the approaching Holiday season.

Present at the Press Conference will be Robert C. Levy, City Engineer; Police Captain Edward Cummins, Director of Traffic; and Bernard M. Crotty, superintendent of the City's Street Cleaning Department.

# # #

Market St. Work To Take Holiday

Construction along Market street will be shut down over the Thanksgiving holiday and from December 1 to the last of the year, city engineer Robert C. Levy announced yesterday.

In addition, Levy promised that the "basic work" on Market from Seventh Street to The Embarcadero will be completed by next March.

The shutdown, he said, coincides with heavy Christmas shopping per...

During the hiatus, steel plates will be put over excavations and there will be two lanes of traffic running in each direction.

Levy and Captain Edward Cummins, police director of traffic, made the announcement at an open-air press conference by the cable car turntable at Powell and Market, just under the 45-footpoles the city has decreed do not meet proper aesthetic standards.

Market Street construction should be completed, once and for all, late in 1975, Levy said, but the date rests on the Municipal Railway's ability to put its streetcar tracks underground.

By March, he said, Market between Seventh and The Embarcadero will be finished except for "some small parcels" by the Southern Pacific and Standard Oil buildings.

CONTRACTS

Major contracts for Market between Seventh and the central freeway are now being let, Levy said.

Work scheduled for completion by March, he said, includes bricking of sidewalks and installation of signals, street signs, trees and benches.

But final repaving can not be done until the Muni tracks are torn up, he said.

Captain Cummins said he was assigning 40 additional police officers to the downtown area beginning Thanksgiving to help move traffic, tag double-parked cars and do general police work associated with the Christmas crush.

A shopper 'armistice' on Market (1973)

Shoppers who had looked forward with trepidation to post-Thanksgiving and Christmas shopping because of torn-up Market Street got some good news today.

City Engineer Robert C. Levy said the Market Street beautification work will be "completely buttoned up" (shut down) the weekend after Nov. 22 Thanksgiving.

Then, after a week to small work, there will be no work done from Dec. 1 to Jan. 1.

He told an outdoor press conference at Powell and Market that the beautification work is being speeded up and the major portion should be finished by next March.

Police Capt. Edward Cummins said 40 additional traffic officers will be assigned, signed downtown during the work closure period.

SAN FRANCISCO BAY AREA RAPID TRANSIT DISTRICT

INTER-OFFICE COMMUNICATION

To: All Concerned Date: October 30, 1973

From: D. M. Soblin

Subject: San Francisco BART Festival, Saturday, November 3, 1973
General Information

Over the past few weeks, several memoranda covering specific aspects of the San Francisco Festival have been distributed. In the interest of time, I will not attempt to repeat these details; but ask those concerned to refer to them as necessary. This memorandum is a general summation of the activities, schedules and assignments for the Festival Day. At this writing some details regarding invited guest lists, and officials who will be called upon to speak have not been received from the Mayor's Planning Committee. When I receive such details -- if time permits -- I will attempt to distribute the information to all interested parties.

PROGRAM OVERVIEW

The Saturday schedule will consist of ceremonies at each of the eight BART stations, from Montgomery Street to Daly City. Each station event is under the direction of a local community committee chairman and his staff. These people are responsible for the timing and conduct of the ceremony program and the VIP protocol involved.

The Ceremonial Train will leave Montgomery Street at 9:45 a.m., and proceed down the line. At each station the train will stop and hold while official speakers, as designated by the Mayor's Committee, leave the train to participate in the ceremony in progress. Additionally, the BART Directors will disembark, move to the ceremony location, to be introduced by President Chester. All other guests aboard the train are asked to remain at platform level, or in the train.

At the 16th Street Mission Station, only the designated official speakers will leave the train. They will ride in a parade, which will move from 16th and Mission to 24th and Mission.

When the Ceremonial Train reaches Daly City (12:35 approx.) all those wearing "GUEST" badges will be bussed to the Daly City War Memorial Building to participate in a civic luncheon. Following the luncheon, all guests will be returned to their points of origin by chartered buses.

All BART and Mayor's Committee staff and members of the media who are aboard the train -- and will not be attending the luncheon -- will be provided transportation back to the station location of their choice. A special bus will retrace the BART line, dropping people off at each station.

Free public service at each station will commence as soon after the ceremonies as possible. Specific times are dependent upon the progress of the Ceremonial Train. It is anticipated that, at most stations, there will be approximately a one-hour period between the cessation of the ceremony and the beginning of passenger service.

CEREMONIAL TRAIN RUN DETAILS

1. Who Rides - The only people allowed on the Ceremonial Train will be:

   a. Invited guests and officials (who will be wearing blue-on-white "GUEST" badges.)(This includes some members of BART management and all Directors and their wives or one guest.)

   b. Members of the working media (with special BART Press Badges, or official I.D.)

   c. Assigned BART and Committee staff members.

2. Who Leaves the Train at Each Station - The Mayor's Committee has designated officials who will speak at each ceremony. To my knowledge, these officials are:

   (1) Mayor Alioto

   (2) Supervisor Polosi

   (3) President Chester

   (4) Los Angeles Mayor Bradley

   (5) Committee General Chairman Haag

   Additionally, BART Directors will join the official party, and will be introduced at each station by President Chester.

3. Official Segment of Station Celebration - Each station celebration will take a different form. However, once the official speakers party arrives, the program will be the same; i.e., each speaker will speak in the same order each time. Wherever the particular celebration program is in progress at the time of the official party's arrival, the program will halt. The officials will deliver their messages and depart on a prescribed schedule. The celebration will then resume.

4. Staff Assignments - Aboard the train should be BART and Committee staff members to assist. Some will be invited guests, who will continue to the luncheon at the end of the ride. Others will return to locations of their choice. Those invited by San Francisco from the BART staff, and are assumed to be boarding train at Montgomery Street, are: B. R. Stokes, L. A. Kimball, L. D. Dahms E. A. Tillman, *R. Shephard, P. O. Ormsbee, W. R. McCutchen, and D. M. Soblin. *(Mr. Shephard has requested that he attend the Glen Park ceremony, and will board at that station.) Other BART staff assigned are:

Media Representatives - David Kelsey, Michael Healy
Robert Kraehe, Monica Wirt

Staff Photographer - Gordon Kloess

Hostesses - Karen Sandeen, Carole Hirose, Carol Marshall, Mable Hinton

Transportation Supervisors - Bill Breiner, plus his designates

Police Services - Don Tong, plus his designated officers

5. *Sequence of Events at Each Station - At each station stop, these procedures will be followed:

a. When the train stops at the platform, the official party, led by Jack Barron (Transit Task Force) will go directly to the BART Police Supervisor, positioned at the foot of the proper "up" escalator. The BPS man will lead the party to the site of the speakers platform. The group will be met at street level by hosts from the station ceremony committee.

b. The other BART Directors will follow directly behind the official party, accompanied by David Soblin, Don Tong (BPS), Bill Breiner and Phil Ormsbee. Directors will be greeted and given direction by the ceremony hosts.

c. BART Media Representatives will lead reporters and photographers to the ceremony site.

d. Merrill Cohen (Transit Task Force) will work with station hosts to ensure that all invited guests at each station are properly directed to the train. These people should be ushered to the train platform before the official party has completed its part in the program.

e. No later than five minutes before the designated time of train departure, the official party and Directors should begin their return to the train.

The station PBS Supervisor will lead the group back, with Barron in charge of the officials.

f. The BART media representatives will be responsible for the return to the train of all media people.

g. When all are aboard, Soblin will give the signal to Breiner for the train's departure.

h. ALL OFFICIALS AND GUESTS ALIGHTING AND BOARDING MUST COOPERATE IN ORDER TO MAINTAIN OUR SCHEDULE. THOSE WHO STRAY RUN THE RISK OF BEING LEFT BEHIND.

*Change of Procedure - Mission Street Parade - At the 16th Street Mission stop, only the speakers will alight. The BPS Supervisor will escort the Mayor and official party to street level, where the station committee hosts will take over. All BART and Committee staff who have left the train will return -- and the train will leave immediately for 24th Street.

At 24th Street, BART Directors will be escorted to the ceremony site, to await the arrival of the parade, and then be introduced with the official party. Following the end of the official segment of this ceremony, the usual procedure for boarding will be resumed.

6. Guests Aboard Train - The San Francisco Committee plan calls for only a few officials to leave the Ceremonial Train at each station. Although these invited guests will be boarding at each station down the line, those who begin at the first stations (Montgomery, Powell, etc.) will be aboard for approximately 2 1/2 hours before disembarking at Daly City. Therefore we will do as much as possible to provide for their comfort.

Rest rooms are limited at each station, and are located at concourse level. Therefore, we are arranging for portable rooms to be provided at platform level at the 24th Street Station.

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Additionally, at 24th Street, we are planning to have coffee and donuts available.

A band will be aboard the train to entertain the guests. Also, the BART hostesses aboard, plus other members of the staff, will be on hand to answer questions and assist.

SPECIAL GROUP ACTIVITIES

1. Treasury Department Ticket Sales - Jerry Graham is in charge of this function. A table and two chairs will be delivered to each station for Treasury people to utilize for sale of limited edition $1.00 pre-encoded tickets. Staff members assigned to these sales should check in to their station before 9:00 a.m. on Saturday and make their own arrangements. Tables should be placed, at their discretion, in the "exit" areas of each station concourse. Signs advertising the sales should be mounted by Treasury. (Graham will have all material and will coordinate.)

2. Transiteers - Chuck Calhoun is in charge of Transiteer activities. Transiteers should follow same procedures for locating as Treasury. However, Transiteers will provide their own tables, chairs and appropriate signs. I would suggest that Transiteers may find it easier to deliver their items to the stations on Friday afternoon, where they will be secured overnight.

3. San Francisco Muni - The Muni, under the direction of Bill Dorais, will have a promotional booth in the Powell Street Station. Muni plans to bring the display into the station Friday afternoon.

MAINTENANCE ACTIVITIES

1. Platforms - Under the direction of George Walton and Lou Williams, platforms are being provided for most ceremonies. These platforms will all be in place by Friday. Any bunting, banners, or additional decoration is being provided and placed by the local station committee. Additionally, Buildings and Grounds will place all necessary ropes, barriers, and informational signing. Chairs for guests and entertainment groups are also being provided through B&G. Local station committees will direct their placement and provide the proper name tags for seating arrangements (Should they choose to do the latter).

2. Public Address Systems - Swanson Sound Service is handling sound at all stations except Balboa and Glen Park, who are furnishing their own. Power and Mechanics Division, under the direction of H. Fleige, will supply appropriate power for the PA's. (Except at Civic Center - at this station the Transit Task Force will supply the power source from their building.)

   Swanson will survey the stations with Lou Williams on Wednesday, and will deliver their equipment on Friday, November 2. Equipment is to be stored and secured in stations overnight for Saturday morning installation.

   a. Balboa Park - Sound equipment will be provided by City College and will be delivered on Friday.

   b. Glen Park - Sound will be set up Saturday morning, and a sound truck will be parked on the plaza.

PRESS, RADIO, TELEVISION MEDIA

Between the hours of 8-9 a.m., on Saturday, Bob Kraehe and Monica Wirt will operate a press table in the Crocker Plaza, to hand out press kits and press ID's. Reporters and photographers with proper credentials will be invited to ride the Ceremonial Train to Daly City, getting off at each stop to cover the action. Kraehe will direct staff photography by Gordon Kloess. Kelsey, Healy and Wirt will accompany and assist the media.

After arriving at Daly City, a special bus will retrace the line, so that members of the staff and media may get off at the station of their choice.

FREE PUBLIC SERVICE

The beginning of the free station-to-station "shuttle" rides are dependent on the progress of the ceremonial train. Service will start from Montgomery to 16th Street when the train clears 24th; service at 24th will begin when the train clears Glen Park; and service from Glen Park to Daly City will begin after all guests have departed from Daly City.

If the schedule, as set by the Mayor's Committee is met, public service should commence as follows: (Times approximate)

11:35 a.m. - Montgomery, Powell, Civic Center, 16th Street

12:02 p.m. - 24th Street

Memo to All Concerned, Fm D. M. Soblin, Subj: S.F. Festival

12:45 p.m. - Glen Park, Balboa Park, Daly City

Public service will continue until 6:00 p.m., at which time the station agents will ask all passengers to leave.

DAVID M. SOBLIN
Public Information Officer

DMS:mlh

Samuels the Jeweler
vs.
Bernie your Cousin.

Get [illegible] cousin in the diamond [illegible] connections in the world.

[illegible] a good enough reason to make you cross our border.

Our right to [illegible] important a purchase make from anyone who doesn't specialize in diamonds.

And if you think we're going to tell you that we're experts you should be buying a diamond from, you're right.

Albert Samuels Jr., the man behind Samuels [illegible] a diamond cutter by profession. Just like his father before him.

[illegible] you should be looking for.

[illegible] Jewelers. And during those years, the number of diamonds the store has looked [illegible] to a larger figure than the population of Sacramento.

What's more, a rather impressive percentage of Samuels Jewelers' customers keep coming back.

[illegible] than that.

November 1973

Samuels Jewelers

San Francisco - 856 Market Street [illegible] Oakland [illegible]